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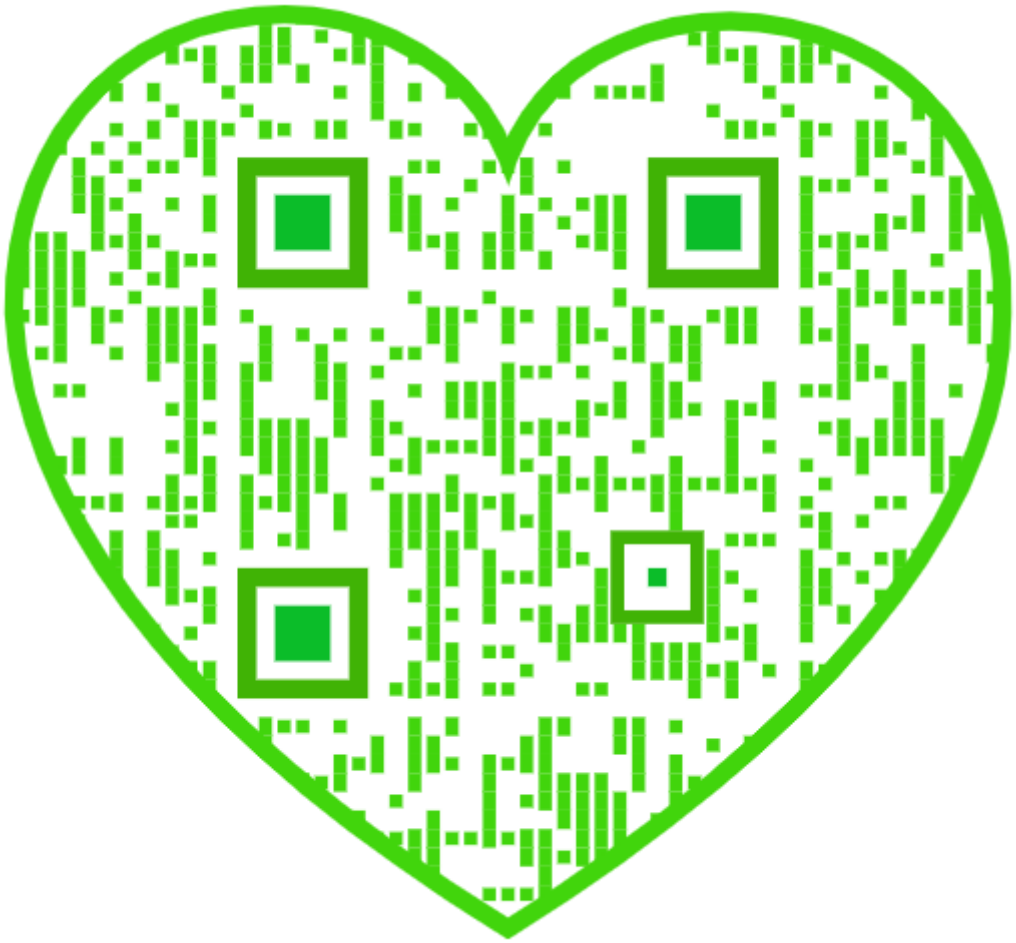

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CONTENTS OF REEL 181

1) The Tobacco world, v. 42, 1922
MNS# PSt SNPaAg181.1

Title: The Tobacco world, v. 42

Place of Publication: Philadelphia, Pa.

Copyright Date: 1922

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
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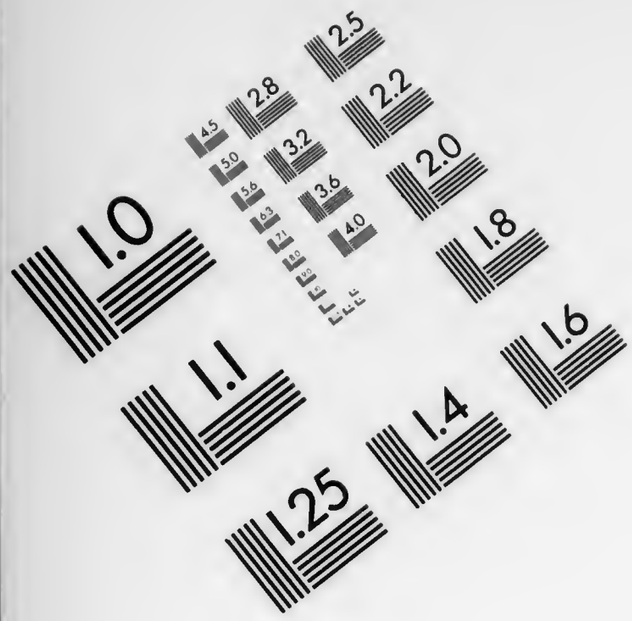

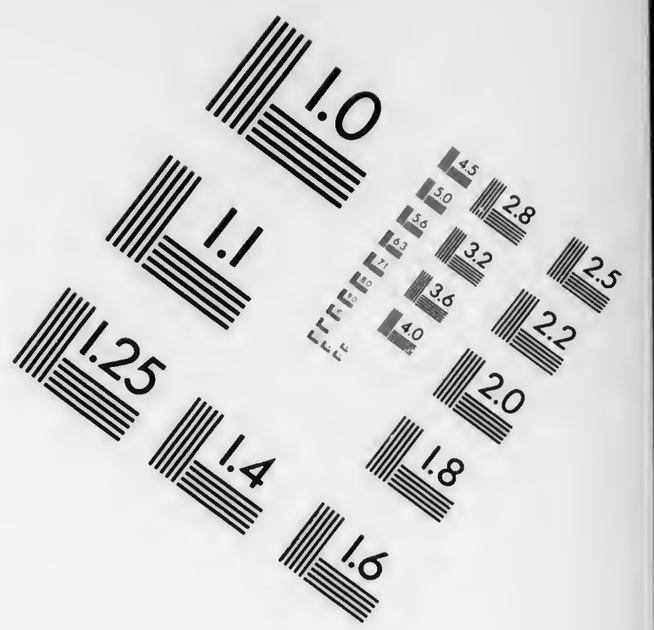

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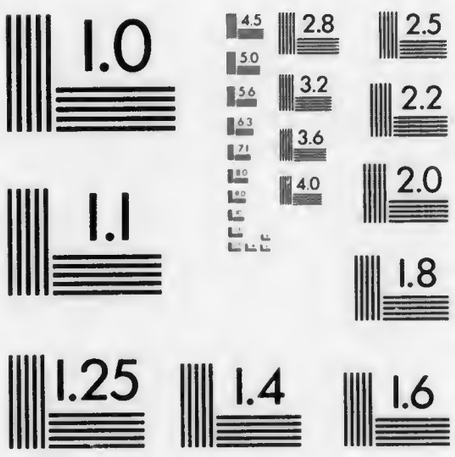

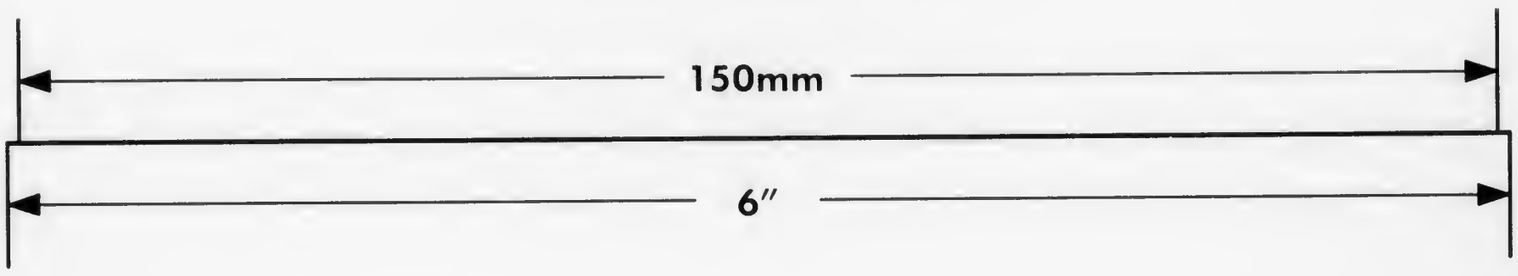

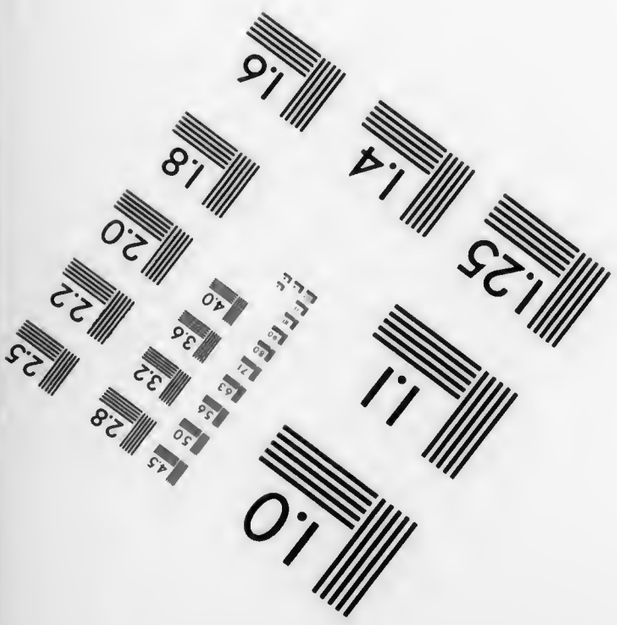

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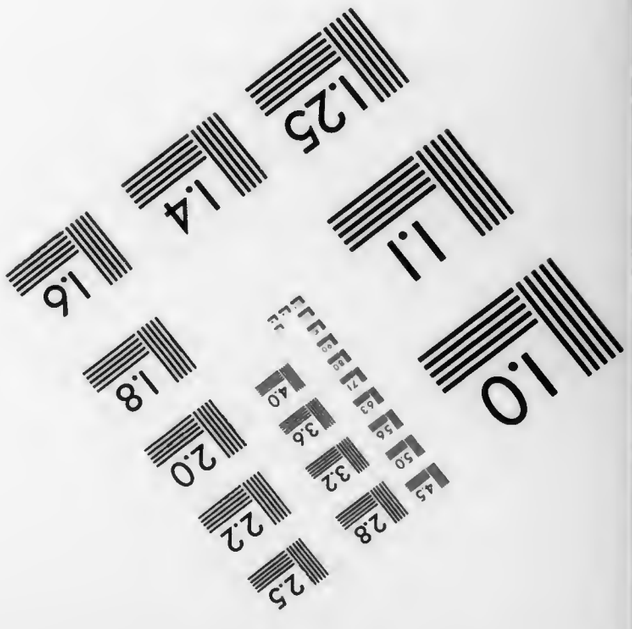

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Volume 42

1922

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JANUARY 1, 1922

VOLUME 42 NO. 1

THE TOBACCO WORLD

Robert Emmet

Has been chosen from among many brands submitted to Dusel, Goodloe & Co., as one to be featured by them in Philadelphia and surrounding territory during *1922*.

20,000,000 **ROBERT EMMET** cigars were sold in *1921*, the second year on the market.

If you want to see your sales records climb in *1922* SELL **ROBERT EMMET** Cigars.

Manufactured by

SPIETZ CIGAR COMPANY

Harper & Seneca Sts. **Detroit, Mich.**

Distributors for Philadelphia and surrounding territory

DUSEL, GOODLOE & CO.,

112 N. 7th St. **Philadelphia, Pa.**

C.B.LEE.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

USDA
LIB

NEW YEARS

OUR NEW YEARS
RESOLUTION

To increase during the New Year our friends by the same scrupulous adherence to our business creed that has brought us the legion of friends we now have.

"It is the desire and policy of The American Tobacco Co., Inc., to extend to its customers the maximum of service and every courtesy within its power."

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

NEW YEARS

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Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA.
CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHAS. J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
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New York Offices, 5 Beekman Street

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JOSEPH MONDAY ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

DISTRIBUTORS WANTED

Responsible person to take over jobbing rights for a brand of cigars meeting with popular favor. New York, New Jersey and Delaware open. Cigar Company, Fitzsimmons Building, Pittsburgh, Pa.

FOR SALE

WHEN YOU NEED CIGAR MOISTENERS, LID HOLDERS, Price Tickets, Card Holders, Display Stands, etc., write W. C. Roy & Co., 204 East Lemon Street, Lancaster, Pa.

100 BARRELS CONNECTICUT BOOKED AND STRIPPED and Booked Fillers. Very reasonable price. Max Rosenfeld, 220 State Street, Hartford, Conn.

FOR SALE—STRIPPED AND UNSTRIPPED HAVANA TOBACCO of various types—also some wrappers, at attractive prices. Samples available. Y. Pendas & Alvarez, 4 White Street, New York City.

LEGAL NOTICE.

TRUSTEE'S SALE OF PROPERTY OF THE LOUIS HEITMANN COMPANY.

In the Matter of The Louis Heitmann Company, No. 373, in Bankruptcy, at Dayton, Ohio.

I will offer for sale subject to the confirmation of the United States District Court, Southern District of Ohio, Western Division, the property of The Louis Heitmann Company, an extensive manufacturer of high-grade cigars at Dayton, Ohio, at public auction at the factory of said Company, 915 Valley Street, Dayton, Ohio, beginning at 9 o'clock A. M., January 23, 1922.

The property to be sold consists of a factory building and lands known as 915 Valley Street, Dayton, Ohio.

Said real estate is appraised at $29,900.

I will also offer all machinery, equipment, office furniture and fixtures and approximately 500,000 scrap filler cigars, consisting of the following brands: 170,000 Colonita, 90,000 Plinius, 95,000 Garcia Alta, 17,000 Literary Digest, 5000 Sophomore, 31,000 City National, and various other brands. These cigars were manufactured during the year 1920 and have been packed approximately twelve months.

I will also offer other cigars consisting of various brands manufactured by me, as trustee, and packed within the past few months. Also such tobacco as may be on hand on the day of the sale; accounts receivable and all property of every kind and description, including labels containing trade-marks and copyrights, boxes, advertising matter and the good will of said The Louis Heitmann Company.

All of the personal property is appraised at $52,961.49.

Bids will be received either orally or in writing on any parts and parcels of the aforesaid property with the right to raise said bids at the sale, and after all bids on parts and parcels thereof are received, the property will be offered as an entirety and sold in the entirety, provided the bid on the whole is greater than the total of the bids on said parts and parcels. The bids will be submitted to the United States District Court for confirmation or rejection, the right being reserved, however, by the Court, to accept or reject any and all bids.

A complete inventory and appraisement of the property to be sold is now on file with the clerks of the District Court of the United States at Dayton, Ohio.

The factory and other property, including cigars, tobacco, machinery, etc., may be seen and inspected by prospective bidders by appointment with the Trustee, or his attorneys at any reasonable time prior to the sale.

The real estate hereinbefore described and all other property will be sold clear and free of all liens and encumbrances of every kind and description.

B. OMER HOSTETTER,
Trustee of The Louis Heitmann Co.
MATTHEWS & MATTHEWS,
KUSWORM & SHAWMAN,
Attorneys for the Trustee.

With acknowledgments to K. C. B.

Transfer? A fat chance!

I READ a story.
ABOUT A fellow.
WHO SLIPPED.
ON AN icy hill.
AND STARTED to slide.
AND TRIPPED up.
A FAT lady.
WHO SAT on him.
AND RODE down hill.
TO THE foot.
AND THEN he wheezed.
"MADAM, YOU'LL have.
TO GET off here.
THIS IS as far.
AS I go."
SO WHEN a new clerk.
WHO DIDN'T know.
MY REGULAR smoke.
TRIED TO sell me.
SOME OTHER kind.
OF CIGARETTE.
I REMEMBERED that yarn.
AND TOLD the clerk.
JUST WHERE to get off.
OTHER KINDS will burn.
AND GIVE off smoke.
I'LL ADMIT that much.
BUT THAT'S as far.
AS I'LL go.
THERE'S ONLY one kind.
OF CIGARETTE.
THAT CAN, and will, and does.
REALLY SATISFY.

OTHER cigarettes may please your taste for a time—but that's as far as they go. With finer tobaccos—both Turkish and Domestic—and with finer blending—Chesterfields give you the fullest possible cigarette enjoyment. They *always* satisfy. It's the blend—*and it can't be copied.*

20 *for* 20 cents
in air-tight packages. Also obtainable in round tins of 50, vacuum-sealed.

They Satisfy Chesterfield
CIGARETTES
Liggett & Myers Tobacco Co.

A. YANEZ Y Ca.
TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"

Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

with the result, if you'll pack your cigars in famous California Redwood Boxes that *we* manufacture.

MONROE JARRETT SONS
MANUFACTURERS OF CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Volume 42

THE TOBACCO WORLD

Number 1

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 1, 1922 Foreign $3.50

EDITORIAL COMMENT

HERE'S wishing you one and all, A Happy New Year. Personally, it is a Happy New Year for us. We are mighty glad to see a New Year come, regardless of what it may hold for us. If we were ever glad to say "Good-bye" to anything, it is to old 1921. We hope we will never see another year like it. We believe that a great majority of the trade feel the same way about it.

Nineteen hundred and twenty-two lies ahead of us, filled with opportunities. Nineteen hundred and twenty-one lies behind us, the graveyard of many hopes.

But now in the New Year every ambitious manufacturer, jobber and retailer is prepared to swing into the race for business with every ounce of energy he can command.

Above all we look forward to the coming months with a feeling that we will see some of the keenest competition that business has ever known. Better and lower-priced merchandise is making its appearance. There are plenty of indications that business is recovering and that merchants will buy with more confidence.

After the seasonal activity, we cannot expect more than the usual quiet period such as comes in every normal year. But underneath all this constant readjustments are taking place. These readjustments mean gradual business improvement.

As we entered 1921 we knew that a period of depression must follow great prosperity. In the past twelve months certainly the depths of depression were reached. The cycle of business portends a gradual recovery, gaining in strength until we are again at the flood tide of prosperity.

We are optimists on 1922! Seek to make business better and it will be better. Make up your mind to sell more goods and then set at the task intelligently, and you will sell more goods.

Again we say, A Happy New Year to you all!

At lunch the other day discussion drifted, as usual to general business conditions. "Readjustment is not complete," said one. "You are right," said another, "quite a number of industries and classes are very obstinate in taking their losses—losses which must be taken before there can be a general and persistent upward trend."

A manufacturer whose product is nationally known said, "I can give you an example of one line of business that takes its losses quickly when it knows they are inevitable. Last week a prominent bank in New York asked me to examine and make an offer for a certain imported article. It was their salvage in a big failure. The bottom had dropped out of the market for the article in question. To be brief, I purchased the goods for ten thousand dollars less than the duty paid to import them into this country. The bank knew it faced a loss. The longer they held the goods, the greater the loss. They took their loss—and took it quickly. If more manufacturers and merchants would realize that we must all get down to bed rock before we can start to build up again the quicker our business prosperity would return."

One great obstacle in this readjustment has been the retailer. He refuses to make sacrifices to move his over-priced or dead stock. Thus he keeps his capital tied up and at the same time is steadily increasing his percentage of loss.

An exception to the retail trade has been the department stores. Their business throughout the year has run counter to prediction. But they have continuously pased along as far as possible every concession they have received. In addition they have actually taken their losses on many lines and cleared their shelves. The high-priced stock is gone and the cash is in hand with which to replace it at lower prices.

January has never been an exceptional month for cigar sales, but it behooves every retailer who has over-priced stock, or dead or dying brands on the shelves, to get into the "bargain" game. New and lower priced merchandise is continually making its appearance. The longer the old merchandise is held, the greater are the chances of it being a total loss.

(*Continued on Page 22*)

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

MR. MANUFACTURER, just a word! That's a fine brand of goods you are making. It's a dream to smoke one after lunch. A person can puff lazily, close his eyes and find himself on the island of a Thousand Delights. Palm branches wave, birds of dazzling plumage decorate the trees, the fragrance of rich spices is in the air, the soothing strains of a ukulele lull the senses. Happiness abides. All because of that splendid cigar of yours.

And you are advertising it, too! Advertising with vigor. Which is good!

One thing you can improve on. You can unite more closely with your retail dealers in the good work of selling your splendid article.

Why not call your salesmen together? Tell them to help you study up a selling stunt, an idea, a thought, a plan, a something which will dramatically call the attention of the public to your goods. A something which is more than advertising a selling-plan.

Let them dig down in their experience and drag it out. Then develop it, perfect it, plan exactly how the windows shall be trimmed, get up the placards, the circulars and such to go with it, and let your salesmen work with your retail customers in putting it across.

Be thankful! Be very thankful, friend dealer, that you 'aint a big businessman, with a huge factory dogging your heels and a thousand eager hands jabbing at your pockets every payday.

A big businessman is the slave of his organization. When strenuous times appear—as we have had and are still having—the big businessman carries a mountain on his back. The cost of his huge organization is frightful, and he can only economize a little here and there.

Many of such whom you and I envy today would glady exchange with us. But I would tell them, "Nay."

Now here we are, with our little dinky business. We are monarch of all we survey. We are doing fairly well, thank you. If times improve, we will expand a little; if otherwise, we will contract a trifle and work a little harder.

No steam roller rumbles at our heels. No vast factory sets us back a hundred dollars an hour. No big organization of high-priced experts absorbs a fortune every week. No bank writes us that our note of a hundred thousand falls due next month.

We are in luck, and we should appreciate our blessings.

The call for us is to be watchful. Buy frequently and in small lots; watch closely the popular fancies; avoid waste; keep up to the times; unite with the manufacturer in the good work of selling.

And be cheerful, happy and thankful every day.

The many-sided Roosevelt was a business man as well as a statesman. He had the quality of thinking straight to the point, and of tersely saying exactly what he thought.

It seems to me he must have had you in mind when he said the following, which I am going to take to heart, and hope you will do the same:

"The chief factor in the success of each man—wage-worker, and proprietor alike—must ever be the sum total of his own individual qualities and abilities. The slightest study of business conditions will satisfy any one capable of forming a judgment that the personal equation is the most important factor in business, and that the business ability of the man at the head of any business concern, big or little, is usually the factor that fixes the gulf between striking success and hopeless failure. Each man must work for himself, and unless he so works no outside help can avail him."

The hunting season for rabbit and deer may be over, but *Printer's Ink*, one of the leading advertising papers, says the season of Business Hunting by retailers is still open.

They are hunting for business, it says, and their hunting equipment is Business Knowledge. It says they will find it in the pages of the Trade Press. Yes, sir! let me repeat—in the pages of the trade press.

That means THE TOBACCO WORLD—and others.

In its text you will find news, and ideas, and stimulating advice, and business methods. If you follow them they will point you straight and sure to success, and neither man nor circumstance can keep you down.

In its advertising columns you will find descriptions of goods—goods that manufacturers have experimented on, thought on, studied on, dreamed on. Their one thought was to make goods so excellent and altogether lovely that people would buy, and test, and buy again, and send their friends to buy.

Having succeeded in making such goods they tell you about them in the advertising pages, so you can take advantage of this happy condition and reap with

(*Continued on Page* 20)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DECREASED employment in the cigar industry is shown by the report of the Bureau of Labor Statistics for the month of November, which also shows further reduction in wages.

ties for the month of November, which also shows further reductions in wages.

Fifty-seven cigar manufacturers reporting to the bureau for the months of October and November show a reduction of two per cent. in the number of persons employed and seven and five-tenths per cent. in the weekly payroll. The number of persons employed in these plants dropped from 17,596 in October to 17,242 in November, while the weekly payroll dropped from $317,188 to $293,302.

As compared with a year ago employment in the cigar industry is practically normal, although wages appear to be twenty per cent. lower. Fifty-four concerns which have been making reports over a period of a year show that 16,738 persons were employed in November, as compared with 16,899 in the same month of 1920, a reduction of only one per cent., while the weekly payroll in November was $286,295, against $357,656 in November of last year.

Washington authorities have no intention of attempting to curtail woman's privilege of smoking. The legal opinion of the corporation counsel has been submitted to the district commissioners, holding that efforts to prohibit smoking by women would be unconstitutional.

The question was raised by a member of the Rainbow Division Veterans, but whether as a reformer or to be on the safe side in giving his girl Christmas cigars could not be learned.

The first concrete evidence that "the war is over" will reach the industry of the country on January 1, when the various tax repeals carried in the new revenue law become effective. While there were no changes made in the tobacco sections of the law, the trade will benefit indirectly by the lifting of a number of other taxes which during the past four years have been a material factor in the cost of production and distribution.

The repeal of the transportation taxes will save the business men of the United States hundreds of millions of dollars a year. After January 1 there will be no tax on freight, express or parcel post shipments, on personal transportation tickets, or on berths, staterooms, Pullman chairs or similar accommodations.

All of the so-called "nuisance" taxes are repealed by the law, a manufacturers' tax being substituted for some of them. Among the taxes which passed into history along with the year 1921 were the soda water and ice cream taxes, the luxury taxes and the taxes on toilet preparations. Tobacco men who frequent the movies, however, will have to continue paying their admission taxes, unless they can find a show where the admission is ten cents or less, which is tax free.

The repeal of the excess profits tax and the lowering of the surtax rates did not become effective until after January 1, and so taxpayers will not benefit by these provisions of the law in paying their income taxes for 1921. Heads of families, however, will benefit immediately by the provision increasing the exemption for dependents from $200 to $400 each, and increasing the personal exemption from $2000 to $2500 where the net income is not more than $5000.

Graft and overcharges in tariff protection to industry in 1919 alone resulted in increasing living costs in that year by nearly five billion dollars, according to H. E. Miles, of New York, chairman of the Fair Tariff League, who appeared recently before the Senate finance committee during its hearings on the tariff bill. Urging the elimination of graft from new tariff legislation, Mr. Miles recommended a tariff program that will protect American standards of living and wages without adding unnecessarily to the cost of living.

Tariff protection to twenty-nine industries in 1919 amounted to $2,663,000,000, the witness declared, which increased as it passed through the hands of wholesale and retail dealers until it cost the consumers $4,741,000,000. This amount, he asserted, went entirely to manufacturers and dealers, directly out of the pockets of the public.

"The United States Government," he charged, "has done more to support and encourage price fixing than any other single agency in the world. Our tariff duties are so high in these twenty-nine industries, making in all $10,908,000,000 in 1919, that only 1.4 per cent. of consumption was imported of these products.

"By charging from 20 to 90 per cent. protection for twenty years or more, the Government has prevented importations of the kind of goods commonly

TAMPA

1921 Departs Unmourned by Tampa — Three Hundred Cigar Manufacturers in City—Trade Recovery Certain

Tampa, Fla., December 27, 1921.

THE year of our Lord, 1921, and the thirty-fifth of the establishment of the cigar industry of Tampa, is getting ready to walk the plank and jump into eternity, unmourned by any one who could attach pleasant remembrances to his existence in connection with the local cigar industry; and while this is true, it is nevertheless a fact that it could be worse, especially looking at the figures from the Internal Revenue office. For despite strikes, cancellation of orders and reduced consumption, well over 300,000,000 cigars produced will go to the credit of this year, when the gates of time are closed behind him. The following are the official figures published so far by classes, from the lowest grades to the top notch of excellence:

Class A	13,690,430
Class B	47,297,440
Class C	159,798,010
Class D	61,433,490
Class E	4,885,570
Grand Total	287,104,940

The foregoing figures are the most eloquent argument to prove the healthy vitality of the cigar industry of Tampa, and that if let alone by conspirators and agitators, will in the coming year attain the largest production on record since it was begun in 1886.

The spirit of the majority of cigar manufacturers is optimistic; and judging from the accomplishments made since the termination of the long strike in February, until the abortive movement in November, their optimism is well founded. The lesson taught the agitators must have had a salutary effect, and the great majority of the workers will not so soon permit to be led to further disasters.

There are at present about 300 licensed manufactures in Tampa, of which about seventy-eight are large concerns, seventy-four of which belong to the Cigar Manufacturers' Association; a strong organization well officered, who employ thousands of the most skilled cigar workers in the world, and which has proved equal to any emergency.

While it is true that some of the factories have collapsed under the strength of adverse circumstances, others have sprung up, and new ones are coming from other localities, about balancing the losses sustained. This added to the promising prospects of the future, goes to emphasize the assurance that Tampa will regain her proud position of being the metropolis of the finest Havana cigar industry in the world.

Christmas time has been celebrated to the utmost by all Tampans, big and small, and in the most noiseless manner ever known, thanks to the warnings of the Chief of Police, that no Morrocan burning of powder or undue noise should be tolerated. In former years, the noise and shooting were almost unbearable, and the quiet demeanor of this year was all in favor of a more cultured city, in which the real Christian joy was displayed in all its fervor and dignity, shorn of its previous boisterous revelry.

The tragic note of the season was reserved for the Consolidated Cigar Corporation, whose Key West manager, William H. Decker, was killed last Sunday in Duval Street by Manuel Head, a notorious character. In the early morning he was taken to a county road near Fort Martello by a lynching party, strung to a telephone pole and riddled with bullets. Ben Cosio, the general manager, who was coming to Tampa from a visit to the New York headquarters, has left today for Key West to take charge of the unfortunate situation created by the unexpected assassination of Mr. Decker.

This week the usual annual inventory taking has begun in most of the factories, and news is difficult to obtain from the busy office heads. E. Regensburg & Sons is one of the factories still working to cover belated orders of a pressing nature.

A. Yanez & Co. is another continuing to work for the same motive, while awaiting the visit of their salesmen from the South and the Middle West.

At San Martin & Leon the same activity prevails. Mr. Leon left yesterday for a visit to the trade in the Middle West and South, and expects to be back by the middle of January.

Salvador Rico & Co. are trying to appease the demand for the "Use-A-Cuba" cigars, which are going strong.

Corral, Wodiska & Co. have their head salesman, Mr. Hammer, at headquarters on a short visit, and he feels not only satisfied with the results obtained this year, but very sanguine for those of the near future.

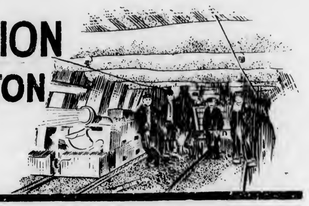
Manuel Garcia, of Perfecto Garcia Brothers, left for Havana to inspect their holdings of tobacco, and will return in a week or so. Jose Garcia is at the Chicago office winding up the affairs for this year and making preparations for the next.

V. Guerra, Diaz & Co., are taking stock, and Mr. Diaz expresses himself quite satisfied with the outcome of such a difficulty period as the one just past, and the prospects for the future.

At Salvador Rodriguez everything is serene and prosperous; the packing room is busy putting up the

(*Continued on Page 20*)

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., December 27, 1921.

THE Christmas holiday is over and many of the leading cigar and tobacco dealers, particularly the larger stores, enjoyed a very big business. However, this year, with all the prosperity in the hard coal fields last year, was the banner year since the war period.

Every merchant was busy up to the last moment on Saturday night of the 24th. Cigar sales did not run to higher grades as they did last year but the consumer seemingly demanded ten-cent sizes in the popular locally distributed brands such as "Topic," "Adlon," "Mozart," "Muriel," "Chancellor" and "El Producto."

Several of the leading cigar stores featured five-cent cigars. D. L. Ward featured his label, "D. L. W.," and he told me that he sold about ten thousand of them.

The Orpheum Smoke Shop (W. G. Zeigler) featured his "W. G. Z.," and made a killing, so he says. Men smoke "W. G. Z." at a nickel and come back. "Why pay more?", is his slogan.

Of the great number of men employed throughout the industrial section of northeastern Pennsylvania, the greater part are employed in the coal mining industry. This class is one body of unionized labor with an agreement with the coal operators which does not expire until April, 1922. Under this agreement they still enjoy the wages of the war period and this accounts for the prosperity throughout the coal fields.

However, during the last six months of 1921 the consumer has curtailed his buying considerably, realizing that there is going to be a showdown between the operator and mining labor unions at the expiration of their agreement.

In view of these facts, and coming events in the labor field of the coal mining section, I say now is the time for the live merchant to build himself a business on a good nickel cigar, for as sure as you live the 5-cent cigar is fast coming into its own again in this territory.

The "Chancellor" cigar distributed by Dusel, Goodloe & Co., of Philadelphia, and which firm covers the coal field section, reports that this famous mild Sumatra-wrapped cigar is steadily gaining in favor. This cigar, as every one in the trade knows, reached the highest point of production of any single brand in the country last year, and is still growing.

Thomas B. Moore, division salesman of the American Tobacco Company, formerly located in Toledo, Ohio, has been transferred to northeastern Pennsylvania and will make his headquarters in Wilkes-Barre in the future. T. B. has many friends in the game and all wish him the best of luck.

Harry Sperling, of the Sperling Tobacco Company, of this city, distributors of "Mozart" and "Adlon," is the same "young" man of thirty years ago and looks even younger.

Howard Cramp, representing "Philip Morris" cigarettes, left his tracks in the big stores recently in the form of handsome holiday packings of "Philip Morris" and "English Ovals." Good luck, Howard.

George Spitzmiller, of Philadelphia, committeeman of the A. T. Co., for Eastern Pennsylvania, was in the coal fields section last week passing out his good nature. Isn't it funny, George has been all over the map for the A. T. Co., but drifts back to good old Pennsylvania where he has many friends who always wish him the best of everything.

D. L. Ward's window in the Liberty Market store was very attractively trimmed for the holidays with one-fortieth packings. He featured an old and popular favorite accompanied by an electric display. It was "La Preferencia," "30 Minutes in Havana." This brand is winning back the many friends it had when it was locally distributed.

From all reports the Keystone Tobacco Merchants' Association have a well oiled and smoothly running organization and much good for the business in general is being accomplished. This association of jobbers consists of the wholesale merchants in the cigar and cigarette business throughout the coal fields, including Sunbury, Williamsport and Milton. Clarence Lindner, of the Reid Tobacco Company, of Milton, is its president and under his able leadership the organization has made considerable progress.

R. L. Wilford, representing Liggett & Myers Tobacco Company (Cigarette Department), says the office needs no red ink in making out his 1921 total figures. How many more can say such pleasing things?

Meanwhile, to the readers of THE TOBACCO WORLD, I wish a very Happy New Year!

BLACK DIAMOND.

FIFTH AVENUE SHOP FOR DUNHILL

The Park Avenue Operating Co., Inc., owners of the Ziegler Building, at Forty-third Street and Fifth Avenue, New York, have just consummated the lease of the large corner store in this building to Alfred Dunhill, of London, Inc. The lease covers a period of twenty years and the aggregate rental is said to be more than one million dollars.

This store will be an exclusively Dunhill shop selling only the products of this well-known firm. These products include their pipes, cigarettes, cigars, smoking tobaccos and smokers' accessories.

The store will embody many new features. No doubt it will be patterned to some extent after their famous shop in London which has no equal in this country.

National Board of Tobacco Salesmen Meets

THE second Annual Convention of the National Board of Tobacco Salesmen's Associations, consisting of the Tobacco Salesmen's Association of America, Inc., Boston Tobacco Salesmen's Association of America and the Tobacco Salesmen's Association of Newark, N. J., was held in Boston at the United States Hotel, on Friday, December 30, 1921.

The following delegates answered the roll call for present from New York: Jonas J. Ollendorff, Sidney J. Freeman, Leo M. Lehman, Leo Rieders, Harry Konwiser.

From Boston: William F. O'Brion, Edward J. Mulligan, Irving Frischberg, H. L. Whipple, E. J. Fitzmorris.

From Newark: E. M. Freeman, Abraham Brown, Jack A. Martin, Ferd. Schwabacher, W. M. Charles.

The convention was called to order by President Jonas J. Ollendorff, at 11 A. M. The minutes of the first annual convention were read and adopted.

Secretary Herman Goldwater and Treasurer Irving Frischberg gave their respective reports as to the financial condition of the National Board, which were indeed very encouraging to all of the delegates present.

The purpose of the convention was to prepare to combat against anti-tobacco propaganda, to promote fraternalism, to dissipate antagonism and to instill a fair and square competition among the members.

The New York and Newark delegates arrived on Thursday afternoon at 4 o'clock and were immediately taken in hand by the delegates of the Boston Branch, who acted as host throughout the stay in Boston.

Upon the arrival of the delegates in Boston on Thursday afternoon, the Board of Governors were immediately called to order. After a session which lasted about two and one-half hours, the delegates were the guests at a banquet given in their honor at the United States Hotel. After the banquet, the delegates were entertained at theatre. At the luncheon on the day of the convention, the Boston Association was also the host.

President Ollendorff, in his opening speech, commented upon the growth of our organization in the year that has passed and had every hope that the future would bring good results to our organization. He laid special stress upon the work of E. M. Freeman, of the Newark branch, who has been instrumental in organizing other branches throughout the country.

Reports were read from W. F. O'Brion, chairman of the Massachusetts Regional District; Emanuel M. Freeman, chairman of the New Jersey Regional District and Sidney J. Freeman, acting chairman of the New York Regional District. William Sam, the actual chairman, was absent owing to illness.

The Organization Committee reported progress through New England States and that Buffalo was about ready to blossom forth in a real organization and that Chicago was leaning very kindly towards organizing.

Various committees were appointed to facilitate the work of the convention and when the convention adjourned at 12 o'clock for the committees to work, at 2, when it re-convened, each committee had performed their work zealously.

The convention changed their constitution as regards organization, to the effect that any ten men may, if they see fit, combine an organized tobacco salesmen's association and that the charter fee to the National Board is $25 for each such organization.

Amendment was also made to the constitution that delegates from local branches be elected for a term of two years.

The following resolution was adopted to send to the trade at large:

"In order that manufacturers and jobbers may not become apprehensive as to the real purpose and ideals of the National Board of Tobacco Salesmen's Associations, consisting of the Tobacco Salesmen's Association of America, Inc., Boston Tobacco Salesmen's Association of America, and the Tobacco Salesmen's Association of Newark, N. J., it was unanimously resolved that the trade at large be informed as follows:

"FIRST: That the organization of salesmen throughout the United States is in no way to be considered that of a trade union; nor is it the purpose to in any way affect the earning capacity of any of its members; nor will it in any way impair their individual rights to contract for their own services; nor will it in any way dictate whom the members shall or shall not work for; nor will it affect individual rights or liberties of its members.

"SECOND: That the purpose of this organization is to combat anti-tobacco propaganda, to promote fraternalism; to dissipate antagonism, to instill the spirit of fair and square competition and to co-operate for the common good of its members and the industry at large.

"THIRD: To raise the standard and advance the science of salesmanship, to promote honesty and conscientiousness among its members to the end that those employing salesmen may profit by receiving the services of the highest class of men."

The following officers were elected for the ensuing term: President, Jonas J. Ollendorff, New York; first vice-president, W. F. O'Brion, Boston; second vice-president, E. M. Freeman, Newark; treasurer, Irving Frischberg, Boston; secretary, Abraham Brown, Newark.

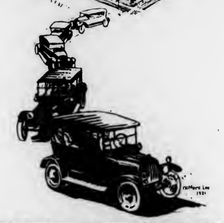
Board of Governors: Sidney J. Freeman and Leo M. Lehman, New York; Edward J. Mulligan and H. L. Whipple, Boston; Jack A. Martin and Ferd. Schwabacher, Newark.

The convention adjourned at 5.30 P. M.

Immediately thereafter, the Board of Governors met and appointed the following committees: Publicity Committee, consisting of E. M. Freeman; Organization Committee, consisting of W. F. O'Brion, of Boston; E. M. Freeman, of Newark, and Harry Konwiser, of New York.

An employment bureau was established with the headquarters at the National Board's office, 123 Liberty Street, New York. Any member of the association in need of a position should immediately notify the national secretary, Abraham Brown, who will advise them from time to time of positions that are open. The trade is invited to send requests for salesmen to the National Board's headquarters.

DETROIT



Webster Factory to Be Enlarged—Joe Marcero Back From Western Trip—General Cigar Company Opens New Store—Doc Rosebro Says "Las Vegas" Are Going Big

Detroit, Mich., December 28, 1921.

HAPPY NEW YEAR TO ALL!

Detroit cigar dealers report that the Christmas business was great, and far beyond their expectations, and in many cases the business in some stores exceeded the figures of 1920, so it is needless to say that they are all happy, and are wishing every one else a Happy New Year.

The Detroit cigar manufacturers have been rushed to their fullest capacity to fill orders, and the past holiday business has left their humidors as bare as "Old Mother Hubbard's Cupboard," and the beginning of the New Year finds their desks stacked with orders.

I dropped in to the "Webster" Cigar Co., the other day to have a little talk with Mr. Gilbert, and as usual found him as busy as a bee, trying to figure out a way to furnish his distributors more "Webster" cigars. The usual amount of telegrams and long-distant calls were much in evidence, begging for hurry-up shipments. Mr. Gilbert informs me that his plant is working overtime trying to catch up on his back orders, their daily output at the present time is 60,000, which is insufficient to take care of their present jobbers on "Webster" cigars. Mr. Gilbert gave me a personally conducted tour through his plant, showing me the sanitary conditions under which "Webster" cigars are made; two Spanish experts keep watch over the cigarmakers to assure perfect workmanship. The inspection and packing departments are under the supervision of experts; the humidors are the latest and most modern to be found. Mr. Gilbert tells me that, in the near future, he intends to enlarge his present plant, so as to be able to take care of the fast-growing demand.

The many friends of Mel Soper will be glad to learn that he is fast recovering. Mel has been confined to the hospital for several weeks, following a slight operation. We shall be glad to welcome him back to his usual place, and hope it will be soon.

Willis A. Andruss, middle West representative of the Congress Cigar Co., Philadelphia, Pa., will be made sales manager for the above company, effective January 1. Mr. Andruss has been associated with the "La Palina" factory for about five years, and has been identified with the development of the brand, which is now one of the largest selling cigars on the market.

C. W. Berkley, Chicago representative ("Murad" cigarettes), P. Lorillard Co., was one of the out-of-town visitors over the holiday.

Joe Marcero, of J. L. Marcero & Co., distributors of "Bankable," "El Producto" and "Dutch Master" cigars, has returned from a trip to Albuquerque, N. M., Denver and Colorado Springs, Col., where he has been taking the rest cure. Joe was accompanied by his son Thomas. The "two pals" report a wonderful trip and many photos tell the rest of the story.

"El Cruzador" and "Harvester" cigars were featured at the Shadukium Grotto Ceremonial and Banquet, recently held at the Board of Commerce.

There are three kinds of people in the world—the "wills" and "won'ts" and the "can'ts." Think it over!

Richard Seitner, 512 Gratiot Avenue, is "the pipe repair man," who is a real fixer and finisher, so give Dick a ring at Cadillac 4699 if you want quick and good service for your broken pipes.

Dave Jenks (G. H. P. Cigar Co.), the "El Producto" representative, has departed for the East to be present at the conference of his company's salesmen to be held at the Philadelphia plant during the holiday week.

The General Cigar Co.'s new store in The First and Old Detroit National Bank Building was formerly opened to the public on December 17th in opportune time for their share of the Christmas rush. The appointments are of the very latest designs and detail, and the windows are most attractive in showing up their numerous brands.

HE'S CHESTNUT CHAMPION.—In a Woodward Avenue lunch room, where they sell tobacco at the cashier's counter, there is a cashier who is entitled to the chestnut championship of the world. A customer who purchases smokes at the counter each morning, has noted that on forty successive visits, the cashier, when asked for cigarettes, has replied, "The Camels are coming, sir."

Jack Girard, the Vinton Building cigarist, the manufacturer of "Girard's Remember," is featuring two sizes, ten cents and two for a quarter. Jack says "They are going fine, and the smoker who buys today returns tomorrow for more," and take it from me, boys, it is some smoke. "Girard's Remember" are manufactured at his Lafayette Boulevard plant.

C. J. Holton, distributor of "Reynaldo" cigars (Reynaldo Cigar Co.), reports a nice holiday business,

and is very well satisfied with the progress this brand is making. Bill Cross, his efficient salesman is ever on the job in the downtown section, looking after the distribution.

R. A. Holmes (Porto Rico Am. Cigar Co.), "Portina" cigars, is with us again and R. A. reports he is out after the business, which he knows is here for him. That's the spirit, R. A., I'm with you.

E. A. Chene, manager of the pipe department of John T. Woodhouse & Co., is very happy and jubilant over the big business his department has shown for holiday trade. One of his leaders are "Milano Extras."

"Art" Fields (Great Lakes Cigar Co.), "T. R." cigars, says "his brand is going very nicely and that the new sizes are making a hit with the trade." "Art" has a fine distribution on all sizes, and "More Business" is his slogan.

Before and After Christmas.—Before Christmas the slogan is "Do Your Christmas Shopping Early." After Christmas it's "Do Your Christmas Swapping Early."

F. L. Kenney, vice-president of the Porto Rican-American Tobacco Co., was a recent visitor to the city.

J. J. (Jack) Murphy, formerly of "Girard" fame, is now in business for himself. "Jack" hung out his shingle at 7443 Linwood Avenue, as a dealer in "Everything to equip a cigar stand," except the cigars, so here's your chance, fellows, to get the right things at the right price.

Matt Behrman has resigned from the sales staff of Charles F. Becker, and returned to his former firm, San Telmo Cigar Manufacturing Co., with whom he was formerly connected for many years. "Matt" is well known throughout the cigar industry, having spent about twenty years of his young life with the order book and sample grip.

Lawrence C. Hamlin, salesman of Lee & Cady, Inc., was found dead in his automobile on a lonely road on Thursday, December 15, with his skull crushed and a bullet wound through the right temple. Belief of the police is that he was slain Wednesday night. Although he had a revolver clutched in his hand when his body was discovered, every indication points to foul play, as the condition of his clothing indicated a struggle, and the wounds on his skull hardly could have been self-inflicted.

R. A. Burke (M. Melachrino & Co.) was a visitor to Detroit, prior to the holidays, looking after the interests of his company's brands.

Harry Basset (Mi Lola Cigar Co.) has lost his voice and can hardly speak above a whisper. Harry says he "gets that way," every now and then, in his demonstration, "Learn to Say 'Mi Lola.' "

Charlie (Oblong) Elbinger, western Michigan representative for the J. L. Marcero & Co., has joined the "Jiggs family," a la "Ham & Cabbage," on Friday, his special dish.

W. J. ("Bill") Cross has resigned his position as salesman with C. J. Holton, distributor of "Reynaldo" cigars; after January 1, "Bill" will be associated with Claude E. Howell & Co., working in the interest of "El Cruzador" and "Harvester" cigars, we wish "Bill" the best of luck in his change.

Some Dog.—Half kangaroo and half wolfhound, they tell me, he is a "real dog" with all the trimmings; O. B. Waite (Harry W. Watson Co.), owner, and Harry Basset (Mi Lola Cigar Co.), trainer. These two knights of the grip, took the abovesaid animal out for a chase in the wilds of Michigan to have a little sport, but came to grief in the way of game, as the trainer was caught seated under a large oak instructing the beast to "Learn to say Mi Lola," hence there were no rabbits in the game bag.

Ted Briody (Kraus & Co., Inc.), "In-B-Tween" cigars was a recent visitor to the city looking over the conditions regarding his brand.

Ed. Heinemann, of David Wallace & Sons, reports his Christmas business was up to the standard and his boss was happy over the tape from the cash register. "La Duse" (Corral, Wodiskay Co.) is one of Ed's pet brands which he urges his customers to try.

Billy Whalen's cigar store, at Library and Monroe Avenue, experienced a slight fire a few days prior to the holiday rush, but soon the smoke cleared away, and business went on as if nothing had happened.

R. R. (Dick) Tobin (Falk Tobacco Co.), is to be complimented on the showing of many beautiful and attractive window displays throughout the city, previous to the holiday season. Dick says "Herbert Tareyton" cigarettes are selling bigger than ever, and have shown a wonderful increase over last year.

Had a talk with W. W. (Doc) Rosebro, president of F. Vega & Co., and he tells me "Las Vegas" are going over the top big, and are growing in popularity everywhere they are placed. Their present production is small owing to the limited amount of space at the Dubois Street plant, but a deal is being negotiated and practically completed for a new factory, where production will be speeded up to its fullest capacity.

During the holiday week and prior to the rush, beautiful window displays were much in evidence all over the city; some of the most artistic were Bert Johnson's, Watkins Cigar Store Co., M. A. LaFond & Co., Jack Girard, Central Cigar Stores, General Cigar Co., Mel Soper's and numerous others worthy of mention.

Harry Parr (American Cigar Co.), the "Chancellor" man, carried away the honors for individual signs. Harry makes them himself with his little brush, and his Buick which was dolled up like a Christmas tree, and was the talk of the town.

All the local cigar salesmen are enjoying a little rest period this last week of December and are going around wishing the dealers a "Happy and Prosperous New Year" and hoping for better business for 1922.

Yours

Mike of Detroit

JACOB WERTHEIM'S ESTATE

Appraisal has recently been completed of the estate of the late Jacob Wertheim, for many years an executive of the United Cigar Manufacturing Company, and later first president of the Tobacco Merchants' Association of the United States.

Mr. Wertheim's estate has been appraised at $7,323,223 gross and $6,038,284 net. His largest investments were $738,675 in the common stock of Sears, Roebuck & Co., and $860,377 in the common stock and $85,050 in the preferred stock of the Underwood Typewriter Co. More than $2,000,000 was invested in Liberty Bonds.

GEORGE LEX JOINS WILLIAM STEINER, SONS & COMPANY

GEORGE M. LEX, for a number of years an important executive officer of the "44" Cigar Co., has joined the organization of William Steiner, Sons & Company, of New York, as office manager, having in charge practically all the office departments.

Mr. Lex takes up his new duties on January 3.

George Lex is a Philadelphia boy and received a public school education in this city. At eighteen he was working for a wholesale shoe house as bill clerk. When he left that concern in March, 1911, to join the "44" Cigar Co., Mr. Lex had entire charge of the credit and finance department.

GEORGE M. LEX.

Mr. Lex had acquired a reputation for efficiency and system, and to hold this record secure he has ever been an untiring student of better business methods and systems. Throughout his life he has kept continually studying in order to improve his already vast fund of knowledge.

The continued growth of the "44" Cigar Co., until its acquisition by the Consolidated Cigar Corporation in September, 1920, was largely attributed to Mr. Lex. Mr. Lex continued with the Consolidated Cigar Corporation for a few months and then resigned to enter business in another field.

Both Mr. Lex and the lithographic house of William Steiner, Sons & Co., are to be congratulated on this new arrangement. Mr. Lex has a host of friends who wish him every success, and judging from his past record they will not be disappointed.

Ohio Leaf Market

WITH good casing weather continuing, growers, in anticipation of early deliveries, have been busy stripping and sorting their tobacco. It has been found that the crop is generally good with but little obnoxious green tobacco. Top grades are much better than usual, but there is a shortage of bright and thin trashes.

None of the crop is being sold throughout the southern portion of the Miami Valley of Ohio. The Winter Tobacco Company here shipped in three carloads of Wisconsin tobacco recently. They intend working it in Dayton. In the northern portion of the valley the greater majority of the crop has already been disposed of. Practically all the Dutch and most of the Spanish has been sold. In that neighborhood Spanish is selling at $15 per hundred. There have been no prices offered as yet in this neighborhood. However, the latest daily quotations of the H. S. O'Neil Tobacco Market of Dayton follows: Zimmer Spanish, 10 cents; Gebhardt Seed, 8 cents; Little Dutch, 14 @ 16 cents.

December 12 was election day in the new Burley Tobacco Co-operative Marketing Association, which, with 53,000 members in four States claims to be the largest thing of its kind ever seen. Some 190,000,000 pounds, or very nearly 95 per cent. of the entire product of the present year, is held by the association. The movement already has had the effect of greatly increasing prices and, on account of the great irregularity of valuations, many of those outside came in with a rush when the pool was closed, probably permanently, several days ago. On the 12th electors delegated their power to representatives who chose a board of twenty-five directors to take active hold of the business and thus direct the destinies of all. Meanwhile, the retiring organization committee has collected all possible data for the assistance and expedition of the new management.

The duties of the new directorate are deemed stupendous. Organization members have implored the selection of men of "known integrity and successful experience."

Should anything go wrong such as mismanagement of any kind or even undue delay in financing or selling the tobacco, these men will be the target of 50,000 growers, many of whom would be more or less impatient and possibly unreasonable. And these men will serve at a minimum salary, which, although fixed by themselves, must be low or the rumbling of discontent will begin at the very outset.

Since the days of the old pool, growers have been loud in their condemnation of salary grabbers, for this they claim, was one of the potent reasons of failure in the former management. So the new management must do a large amount of work largely for the love of the organization.

JOHN H. GOETZE & CO. LIQUIDATE

John H. Goetze & Co., of New York, for more than twenty-five years well-known importers of tobaccos, will liquidate and Mr. Goetze will retire from trade activity. Jacob Labe, president of the firm will take charge of a new-established Havana department in the organization of H. Duys & Co.

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

Reeding Cattalogs

DEER JIM. Do you ever get enny new customers for your store Jim, peepel thats bin buying their stuf in sum other store and you just got em to cum to your store? I got a feller today and it was just beeaws I kept my ears open and wassent too moddist to speek my peece when I got a chance.

I was in the greeks buying a ice creem sody for 15 sents and a war tax and there was another greek cum in and talkt to the feller that waited on me and I coodent tell what they sed from chineez. Gee, before Ide hav a langwij that wassent enny more like American than that!

Well pretty soon they changed into American and the feller that cum in sed "Where's a good place to get sum cigarets? I want to take a supply up in the country with me to my camp."

The other feller sed "O theres half a dozen good places along the street and I gess ones as good as another."

I buttid rite in and I sed, "The best place mister, is Hecker's, just three dores below heer. Xcooz me for butting in. Ime going rite there and if youll cum along Ile sho you its a good place. Ime a clerk there."

Well the fellers both grinnd and I cood see they thawt it was a kind of a joke, but I diddent care beeaws Ime out to get the bizness for our store enny time I see enny bizness floting around and I dont forget where I work and who pays me just as soon as I get out on the side walk. So the feller cum along and he bawt the most stuf Ide ever sold ennybody all at onee.

Ile bet if Persyd bin me he woodent enny more of notist what those greeks sed when they talkt American than when they talkt greek and he wood of pointed to sum other store if theyd askt him where was a good cigar shop.

Bob says sum fellers aint enny help a tall about getting bizness like that. He says heel bet Persy never menshons our shop or what kinds of cigars we sell when heez outside with his frends—if heez got enny.

I gess thats beeaw sum fellers never thinks about their bizness when they aint in it and they don't think enny too much about it when they are in it. If a feller forgets his job the minnit he puts on his hat, I spoze he issent going to boost the store very much til he gets back agen and probbaly not then.

Lots of fellers seems to think its the bosses bizness to keep the place going just soze he can giv them their job regguler. And they think their jobs is only just to do what he speshully tells em to do and not to try to help to get enny trade. Well mebby when the bizness gets small enuf so they get fired beeaws there aint ennything for em to do enny more, then they mite wake up and see it wood of bin better if they had helpt to get sum more customers. Ime that way. I buleev in helping the bizness get bigger. I mite get more pay if it got big enuf.

Our store has a list of men that are smokers and buy stuf from us and it has a list of men that awt to buy from us, but don't yet. So whenever ennybody cums in and buys or dont buy, I try to get hold of their names and addresses and then I see they get on the list so we can send advertizing to em. If all the fellers in our place wood do that, our list wood gro faster, but sum of em wont bother beeaws they dont care. Persy woodent rite down a name if a customer told him what it was and sed he wanted to be put on the list.

A feller thats looking out for sum more names to put on the bosses mailing list can pick em up in lots of places if he keeps his eers open and uses his branes if heez got enny. I got a brane Ile admit and I aint def and dum too so I get sum names all the wile.

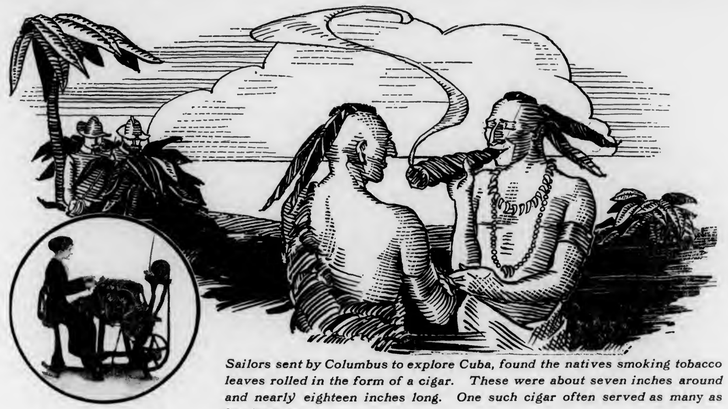
Jim do you ever reed enny cattalogs? It doessent sound like very exsiting reeding does it? Ile say it dont, but if all you ever reed for is to get exsited, then you mite as well reed Smushy Stories or sum other of them maggazeens that has the jazzy stuf inside and the bathing beech beutys on the outsides. But if you just reed that kind of junk how you going to get so youll kno enny more than is worth while to kno? Aint it so?

Well one of theez now drummers cum along yesterdy and talkt to the boss about sum pipes he was selling, patent pipes of sum new kind that givs you a smoke without givving you tobacko hart or sumthing, Ive forgot just what. Well when the drummer was going away he giv me a littel cattalog that had all his line of pipes in it and he sed, "Look this thru, sun, and youll see what kind of a line weev got, and then youll kno all about em when the stock the boss has bawt cums along."

So I put the cattalog in my pockit and when I was going home in the street car I was reeding it and I red sum last nite too. I aint got to the patent pipes yet. Thats why I dont kno much about em, but I red about a lot of ther pipes that guy sells and take it from me Jim, heez got sum line and Ile bet when they cum I can sell em as good as Bob or ennybody and better than the fellers that dont reed the cattalog.

(Continued on Page 18)

UNIVERSAL HISTORY OF TOBACCO



Sailors sent by Columbus to explore Cuba, found the natives smoking tobacco leaves rolled in the form of a cigar. These were about seven inches around and nearly eighteen inches long. One such cigar often served as many as five braves.

VIEWED in the light of modern cigar-making methods, these first Cuban cigars were crudely and wastefully produced. The Model M Universal Stripping and Booking Machine, by making possible the mechanical stripping of the tobacco leaf, has saved thousands and thousands of Dollars for cigar manufacturers.

The Model M Pays For Itself By Saving Scrap And Labor Losses

The Model M Universal saves a large part of the scrap, lost by hand-stripping. It saves wages, because one Universal does the work of up to three hand-strippers. Within a year, these savings, alone, will pay for the machine.

The smooth stock, ready for the cigar maker, without tears or curled tips, results in 35 to 50 cigars extra per man each day. This means increased profits. The Model M Universal Stripping and Booking Machine will make money for you from the day you install it.

Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An Attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.

THE MODEL J LEAF COUNTER

Patent Pending

Local Jottings

I. Steiner of Wm. Steiner Sons & Co., was a recent Philadelphia visitor.

Bayuk Bros. held their annual banquet and entertainment on Friday night, December 30th.

J. Reynolds Brady, local representative of the American Box Supply Co., of Detroit, Mich., left on the 1st for a few days' visit at the home offices.

Sam Olster, of the Ruyera Lopez Co., has returned from a trip over western territory and is all set to put on a strong selling campaign in 1922.

Bobrow Bros. report a continually growing demand for their "Topic" cigar which made thousands of new friends for them in 1921.

Beginning January 1, Isadore Mayer, formerly with Gans Bros., will represent the Congress Cigar Co., in Vermont and a portion of New York State.

The Post Cigar Co. has recently sold its stand on Thirteenth Street above Filbert. They are concentrating on their cigar manufacturing and wholesale business.

Dan Ostrow, who operates a store at 702 Chestnut Street, recently opened another store at 718 Market Street. In addition to many high class brands, Dan has been featuring "Portuondo" cigars and has been running a special on the "Lord Temple" brand.

J. B. Wertheim, of the Webster Cigar Co. was a recent visitor in Philadelphia. With increased production the factory may be able to add a few new accounts, and no doubt when that time arrives Philadelphia will be one of the favored spots.

Tom Monroe, vice-president of the Spietz Cigar Co., Detroit, Mich., spent twenty-four hours in the Quaker City last week with the result that a deal was closed for the distribution of "Robert Emmet" cigars with Dusel, Goodloe & Co.

The Federal Trade Commission has announced the dismissal of its complaint against the Tobacco Products Corporation of New York City. The complaint, recently issued by the commission and charging unfair methods of competition, is dismissed without prejudice, after investigation, trial and argument.

WILLIAM D. FRISHMUTH DEAD

William D. Frishmuth, founder of the firm of Frishmuth Brothers & Co., Seventeenth and Glenwood Avenue, this city, died recently at the age of eighty-three years. Frishmuth Brothers are widely known as manufacturers of cigarettes and smoking tobaccos.

The Store Kid

(*Continued from Page 16*)

Bob says heez going to reed their cattalog. He says he alwys gets hold of the—what did he call it—the litterachoor about ennything we put in stock. He says he reeds that stuf so heel kno all about what heez selling, and buleev me, Bob knoze more about tobacko and the diffrent kinds and where it grows and all that than the boss himself. Bob says, "Bill hows a feller going to be a sailsmun for ennything he dont kno ennything about?" And the answer is that he aint. You tell em he aint, Jim! Becaws how can you tell the customers things you dont kno?

So I just keep nozing around amungst the cattalogs I see in the place and Ive found that even things I thawt I new all about has things about em in the cattalogs that I never herd of. Then that makes me a better sailsmun. Ime going to be strong for cattalogs after this even if they dont reed qwite so eezy as this dope on the kommick page of the very last evening edishon you get when you go to lunch at noon.

You let me kno Jim how you like reeding cattalogs and litterachoor. You kno how to reed don't you? That's all they is to being abel to reed a cattalog. And the more you reed, the more you kno and it all counts for you.

By by yung feller. Rite soon to your unkel

BILL.

TRANSPORTATION TAXES REPEALED

The Tobacco Merchants' Association has sent out the following bulletin in regard to the repeal of transportation taxes on January 1, 1922:

Although our members have already received a copy of "Federal Taxes for 1921," containing the complete text of the new revenue law, together with an elucidation setting forth the changes in the law, it is deemed advisable to call special attention to the fact that the following taxes are repealed as of January 1, 1922.

Three per cent. tax on freight charges.

The tax of 1 cent for each 20 cents or fraction thereof paid on express shipments.

Eight per cent. tax on passenger fares.

Eight per cent. tax on Pullman tickets and

The special stamp tax on parcel post shipments.

It should be understood that the new revenue bill does not repeal the 50 per cent. Pullman surtax. This surtax accrues to the railroads and not to the United States Government.

No change has been made in connection with the tax on telegraph and telephone messages.

Cases will arise where the transportation service will only be partially performed before January 1, as for instance, where goods shipped before January 1 will not arrive at their point of destination until after January 1. In such cases the Bureau of Internal Revenue has ruled in TD 3255 that the tax will apply to amounts prepaid for transportation where the shipments are made before January 1, but will not apply where the charges are "collect" on shipments made before, but arriving at destination after January 1.

J. F. VAZQUEZ

As Agent of the

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

extends to the

Cigar Manufacturers--Jobbers--Leaf Dealers

and to all the Trade the

Merriest of Merry Christmases

and the

Happiest of Happy New Years

and hopes that the

GUARANTEE STAMPS

which now show the origin of all Tobacco from Porto Rico

Will Continue to Benefit Them in *1922* as They Have Since Their Inception

Information about these stamps cheerfully given at the office of the

TOBACCO GUARANTEE AGENCY

126 MAIDEN LANE, NEW YORK CITY

TELEPHONE JOHN 1379

Tampa Letter

(*Continued from Page 10*)

scant stock on hand to be distributed as best as they can among the waiting customers. That "Charles the Great" enjoys a steady demand from all parts of the country is nothing new and the coming year will be but a repetition of those already past in the march of this old reliable and famous house.

This being my last letter for the year, it is my privilege and pleasure to send to the thousands of readers of THE TOBACCO WORLD, my earnest wish for a Happy New Year, blessed with unbounded prosperity.

VERITAS.

BERING REGRESO

CORRAL, WODISKA Y CA.

MANUFACTURES OF

CLEAR HAVANA CIGARS

TAMPA, FLA.

LA-DUSE JULIA MARLOWE

THE short cut to the critical smoker's custom is via the Bayuk line.

BAYUK BROS., Inc.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

Philadelphia

New York: 119 Lafayette Street Phone Franklin 3166

Business Building

(*Continued from Page 8*)

pleasure and profit where the manufacturer has sowed with pain and travail.

Array yourself in hunting garb, therefore, with a hungry mind, with a keen desire to bag something useful, with a high resolve to climb out of the rut, and beat the fields of these pages for business game.

Rest assured you will find it a-plenty.

I like to hear an orator, don't you? One who can take plain and homely thoughts and clothe them in beautiful and melodious words—words which sway us with their eloquence, inspire us with their compelling force, thrill us with their scintillating wit, emotionalize us with their moving pathos.

But, ding it, the man who strikes straight with plain words of pure commonsense, is, after all, the man for me.

"Here are the pointed remarks of such a one on business. They are valuable:

"Find the cost of doing business. Charge a proper amount of profit on the goods. Charge each item of expense where it belongs and don't have a 'general expense account.' Watch your turnover—watch it like a hawk. Better do a fifty-thousand business on a five-thousand-dollar stock than two-hundred-and-fifty-thousand on a fifty-thousand dollar stock, as you will make more money in the end. Pay close attention to training your salesmen—and yourself—in up-to-date methods.

"Strive to eliminate waste. Save a pin a day; it will pay. Use every known method to overcome waste in time, action and material. See that every dollar invested in your business earns a proper proportion of its money-value. Don't guess. Use safe and sane methods of bookkeeping. Do not fail to take frequent inventories of stock on hand. A wise merchant can tell to a fraction what his stock cost him and what it is worth every day in the year."

Every word of the above is worth a dollar a year to you if you will paste it on your desk, read it daily and FOLLOW IT'S ADVICE.

SAN TELMO BUYS "ROBERT BACON" BRAND

The San Telmo Cigar Co., of Detoit Mich., has acquired by purchased the trade-mark and title of the "Robert Bacon" cigar owned by Grommes & Elson, of Chicago. This is a clear Havana cigar which has been made in Tampa.

WILLIS ANDRUSS BECOMES "LA PALINA" SALES MANAGER

Willis Andruss who has represented the Congress Cigar Co., as their travelling representative for a number of years, will on January 1, become sales-manager of that company. Mr. Andruss has been a most important factor in the tremendous growth of the sales of the famous "La Palina."

Frank Rowland and Eddie Robins, who have been representing the Preferred Havana Tobacco Co., have resigned from that organization. Both have made new connections which will be announced shortly.

News From Congress

(*Continued from Page 9*)

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The taking of the 1921 census of manufactures will begin promptly on January 3, officials of the Census Bureau have announced, and every effort will be made to furnish the results to the public in record time.

Questionnaires for the various industries have been prepared and will shortly be sent out to manufacturers, and they will be asked to complete and return them with as little delay as possible. The data desired covers the production of the year 1921. The results, when compared with the reports for the census of 1919, will show exactly to what extent business suffered as a resut of the post-war depression.

The census schedules on which the information is to be collected have been greatly simplified, and in nearly every case are much shorter than those used in 1919. Much of the data gathered in 1919 will not be collected this time, the 1921 census being the first biennial "census of production" called for under a law enacted by Congress a year ago. As only details of production are desired, manufacturers will be called upon only to give the total output of their various classes of products, together with certain information regarding the sum expended for materials, wages and salaries, etc., and figures showing the percentage of time plants were in operation during the year. This last is considered very important, since from the answers to this question it will be possible to learn to what extent factories closed down or worked on part time during the year.

Despite warnings by the State Department that business men and other travelers should continue to secure passports when going abroad, even though such papers are no longer required by this Government, numerous cases have been reported in which American citizens have gone to France without first obtaining a visa of a French diplomatic or consular officer in the United States. Many of these Americans, upon reaching a French port, have encountered considerable difficulty in obtaining permission to enter France.

The French Government has advised the State Department of its intention of enforcing regulations requiring that Americans entering French territory bear properly visaed passports. It is pointed out, however, that Americans in France need not obtain a French visa in order to leave France for the United States.

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formerly President of the United Cigar Stores Co. of America

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Members of the New York Stock Exchange

42 Broadway New York

Specialists in all Tobacco Stocks

January 1st, 1922

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&
VANDEGRIFT
INCORPORATED
ASA W. VANDEGRIFT, President
CIGAR BOXES

812-832 N. Lawrence St Philadelphia, Pa.

ROBERT EMMET CIGARS

20,000,000 ROBERT EMMETS will be needed this year to fill the demand created by their superior quality

Blended by the Master Blender, Charles J. Spietz

BREVAS SIZE

10c

MANUFACTURED BY

SPIETZ CIGAR COMPANY

Harper & Seneca Streets Detroit, Mich.

Tampa Letter

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HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YOPK

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

Editorial Comment

(*Continued on Page 7*)

A great many brands have passed across our desk in the past three months, offered at about one-half the price they were selling at when manufactured. Even the cut-price stores showed no inclination to buy at even fifty per cent. off list. In another three months it is possible that they cannot be moved at seventy-five per cent. off list.

Today the public is demanding standard brands. They want cigars manufactured by houses with a reputation for good merchandise. The manufacturer who advertises his product must know that it is good value, else he would not dare to risk money and publicity in inviting the wholesaler's and retailer's attention.

Start the new year by cleaning house. Get your money out of your dead stock. Invest it in merchandise that your customers will buy. Keep your stock down. It means fresher goods for your customers, and less investment for you.

There is a long hill ahead but hitch your business wagon to standard merchandise and see how much easier it will be to get to the top.

There is better business ahead for every merchant who has the ambition to be a constructive factor in the trade of 1922.

We cannot help but feel that the cigar and tobacco industry is going steadily ahead in many ways, and that it will continue to do so.

Sales and advertising methods have greatly improved over those of former years. There has been a decided improvement in the quality of the merchandise, and in the packages in which it is offered to the consumer. Mechanical devices are steadily increasing in use in the manufacturing industry, tending toward economical production and at the same time drawing nearer to standardization.

For the protection of the trade and consumer there has been organized the Manila Ad Agency, and the Government of Porto Rico Tobacco Guarantee Agency.

The Cigar Manufacturers' Association of Tampa has recently issued a stamp for use on the products of its members.

All these agencies show a distinct tendency to place the cigar and tobacco industry on a higher plane, and to assure the purchaser that he is getting exactly what he pays for.

The trade on its part can help the good work by pointing out to the smoker the efforts being put forth by these various interests for his protection.

STORK VISITS HOME OF HENRY DUYS

Friends of Henry Duys of the celebrated house of H. Duys & Co., has been showered with congratulations on receipt of the news of the arrival of a very, very young Miss Duys. The stork called on December 18.

NEW PARTNER ADMITTED TO J. S. BACHE & CO.

Edward Wise, for many years president of the United Cigar Stores Company of America, was admitted as partner on January 1, to J. S. Bache & Co., members of the New York Stock Exchange and one of the oldest and most prominent commission houses in New York.

DUSEL, GOODLOE & COMPANY USE GOOD JUDGMENT

Effective January 1, 1922, Dusel, Goodloe & Co., of Philadelphia will feature "Robert Emmet" cigars in all their territory as the result of a deal completed on Wednesday last by Sales Manager Tom Monroe and Eastern Representative W. T. Marshall.

When the news of the purchase of Dusel, Goodloe & Co., by Paul Brogan and his associates, was announced in a recent issue of THE TOBACCO WORLD, scores of manufacturers throughout the country submitted samples of their brands for consideration.

Dusel, Goodloe & Co., as personified by Mr. Brogan, wanted a national seller of sure repeating quality made by a factory of unquestioned reputation—therefore their selection of "Robert Emmet" as their headliner.

"Robert Emmet" will be marketed with a strong publicity campaign that should put this popular brand in a foremost place on the cases of Philadelphia dealers, and create a strong demand from the discriminating smokers of this territory.

It will be recalled that "Robert Emmet" cigars are made in Detroit, Mich., by Charles Spietz, the "master blender," a la Henry Ford; "One model and tin."

The ten-cent price will appeal at this time when consumers are looking for greater values than are offered in former nickel cigars at ten cents.

Both Dusel, Goodloe & Co., and the Spietz Cigar Company are to be congratulated on the successful consummation of this deal.

MONROE JARRETT TAKES SON IN PARTNERSHIP

Monroe Jarrett, cigar box manufacturer with plants at Trumbauersville and Quakertown, Pa., announces that on and after January 1st the business will be conducted under the name of Monroe Jarrett Manufacturing Company. On January 1st Lloyd K. Jarrett, son of Monroe Jarrett, is admitted to partnership.

NEWARK SALESMEN PREPARE FOR BALL

The Tobacco Salesmen's Association of Newark, N. J., is preparing to hold its annual ball in Kruger's Hall on January 20. The prospects for a large attendance are very bright. An attractive program has been arranged by President Brown.

EDWARD WODISKA WITHDRAWS

Edward Wodiska has withdrawn from his partnership with Jose Villar which was operated as Wodiska, Villar & Co. Mr. Wodiska will retain the "Dulce" brand which will probably be produced by some clear Havana manufacturer for him.

ABE HAAS A NEW YORK VISITOR

Abe Haas, the widely known leaf merchant of Cuba, recently arrived in New York. He will return to Cuba early in this month. Mrs. Haas accompanied her husband and will remain in New York for several months.

MAXIMO GRAHN OFFERED 60 PER CENT.

In referring to the recent settlement offer made by Maximo Grahn & Co., of Tampa, Fla., careless typesetting and proof-reading permitted it to appear as six per cent. The offer was sixty per cent.

C. H. S.
SHANNA
DUKE of BELCOURT
are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".
VAL M. ANTUONO
TAMPA, - - - FLA.

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
THIS PACKAGE GUARANTEED
MURAD
THE TURKISH CIGARETTE
Every day MURADS are held higher in the estimation of the men who smoke them.
They are the standard of Taste.
They never disappoint—never fail—never change—
They are 100% pure Turkish tobacco—of the finest varieties grown.
Men are proud to smoke them in any company—on any occasion.
They are the largest selling high-grade cigarette in the world.
The cigarette smokers of America DO prefer Quality to Quantity.
"Judge for Yourself—!"
20¢
Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

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MAKERS
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MAKERS
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Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1857
DEPT. A

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,395,320. CIGAR AND CIGARETTE HOLDER. Frank P. Williams, Detroit, Mich., patentee.

A combined ash catcher and cigar shield, comprising a pan member provided with means for securing the same to a cigar holder, and a hood having end walls that are initially made to slightly converge and which require spreading to fit them over the side walls of the pan, said end walls when fitting over the side walls of the pan serving to give the hood a friction pivot upon the pan so that the same can swing down over the end of the pan or be swung up to project above the end of the pan.

No. 1,395,467. CIGAR PACKAGE. Meyer Bayuk, Philadelphia, Pa., patentee.

A package comprising an outer thin sheet metal box, having a bottom, a front wall, a rear wall, end walls and a lid, a rigid lining for the box formed of loose separately inserted front, rear and end wooden plates, and cigars within the package extending transversely with relation to the front and rear plates, the front and rear plates being held in position by the end plates, to prevent the longitudinal crushing of the cigars, while the end plates are held in position by the lateral pressure of the cigars.

No. 1,395,548. CIGAR-LIGHTER FOR STEERING WHEELS. Edward H. Anshelm, Cambridge, Mass., patentee. Patent assigned to Daniel I. Hayes, Pawtucket, R. I.

A steering wheel embodying therein a hollow spoke constituting a casing, a source of electric supply, and manually operated flame producing means located within said spoke and connected with said source of electric supply.

No. 1,395,817. TOBACCO PIPE. Herbert Gregson, Weehawken, N. J., patentee.

In a tobacco pipe, a bowl provided at its base with a centrally disposed protuberant solid member forming with the wall of the bowl an annular draft chamber from which leads a bore connected with the pipe stem, the said bore opening into one side of the said annular draft chamber above the bottom thereof and a distance below the top of the said protuberant member.

No. 1,395,843. METHOD OF MAKING CIGAR BOXES. Henry Leiman, Tampa, Fla., patentee.

The method of making a lined box which consists in cementing a lining material to a slab, cutting crossing grooves through the lining material and in the slab from edge to edge, severing the corner pieces lying within the angles formed by end portions of the crossing grooves, bending the blank thus formed along the grooves until the end edges of the side walls meet and securing the side walls together.

No. 1,396,226. POCKET TOBACCO CAN. Richard S. Losee, Syracuse, N. Y., patentee.

The combination with a pocket tobacco can, of a cover having a plane top skirted by a depending flange, the top having a pouring opening and the flange thereof having a slot, a pair of plane gates pivoted to the under side of said top and having similar portions which play in said slot, said gates being partially overlapped when in the closed position and their pivoted ends provided with slots by means of which said gates may move toward and from each other during the opening and closing movements.

No. 1,396,749. CIGARETTE PACKAGE. George W. Hill, New York, N. Y., patentee. Patent assigned to American Tobacco Co., New York, N. Y.

A cigarette package comprising an inner casing of relatively stiff material having a permanently open end and in which the cigarettes are initially packed, an intermediate wrapper sheet of relatively flexible material completely enveloping the inner cigarette-containing casing, and an outer flexible pouch-like cover receiving the wrapper casing, said pouch-like cover also having a permanently open end through which the adjacent portion of the wrapper casing is exposed.

No. 1,397,060. TOBACCO PACKER. Ellsworth Slack, Miamisburg, Ohio, patentee.

A tobacco packer comprising a cross head, side arms extending from the cross head, a cross strip carried by the side arms, resilient blades connected with the cross head and extending rearwardly therefrom adjacent the side arms, and blades pivotally connected with the cross head and extending rearwardly thereof beneath the cross strip.

No. 1,397,551. TOBACCO-STEMMING MACHINE. Joseph W. Slaughter, Brooklyn, N. Y., patentee. Patent assigned to Standard Tobacco Stemmer Co., Richmond, Va.

In a tobacco stemming machine, the combination with a series of traveling stem butt grippers, of a source of solvent supply, and a felt wheel intermittently in contact with and operated by said grippers and receiving solvent from said source and applying it to said grippers.

No. 1,397,552. CIGARETTE-PACKAGING MACHINE. Elberon D. Smith, Brooklyn, N. Y., patentee

In a cigarette packaging machine, the combination with means for supporting a package, of means engaging and opening said package for inspection in said supporting means.

No. 1,397,610. COMBINED CIGARETTE CASE AND TORCH. Samuel A. Appell, New Haven, Conn., patentee.

A combined cigarette or like case and electric torch having a pair of hinged sections; a battery cell secured in each section on opposite sides thereof when in a closed position; an electric lamp secured in one section; a fixed connection between said lamp and the cell secured in the same section; another connection between said battery cells, which latter connection is made and broken respectively when said sections are in the closed and open positions; and a switch for making and breaking an electric circuit from said battery cells to said lamp.

No. 1,397,946. TOBACCO PIPE. Charles G. Dossin, Meriden, Conn., patentee.

The combination with a tobacco-pipe including the bowl and mouth-piece, said bowl formed with an opening and said mouth-piece formed with a longitudinal channel and with an opening intersecting the said channel, of a two-part passage member telescopically connected together, one member adapted to be turned into engagement with the bowl, and the other into engagement with the mouth-piece, and intersecting said channel.

(*Continued on Page 26*)

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

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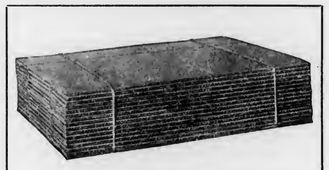
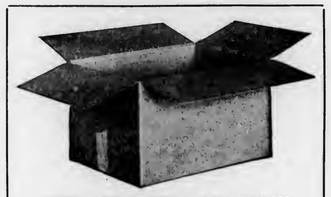
Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"


CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS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More quickly packed, require less space, and are cheaper than wood.
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Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.
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Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BLACK JACK FILLER B'S:—42,357. For leaf tobacco. December 5, 1921. Consolidated Leaf Tob. Co., Chicago, Ill.

BROADWAY ROSE:—42,358. For all tobacco products. December 3, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

IRISH FREE STATE:—42,360. For all tobacco products. December 7, 1921. American Litho. Co., New York City.

ROGER N. BABSON:—42,361. For cigars. December 9, 1921. C. B. Henschel Mfg. Co., Milwaukee, Wis.

JOHN B. GROMMES:—42,363. For cigars. December 12, 1921. Grommes & Elson, Chicago, Ill.

REMINDER:—42,364. For all tobacco products. December 14, 1921. American Litho. Co., New York City.

HURLINGHAM:—42,363. For cigars only. December 6, 1921. American Label Co., New York City.

DELENE:—42,366. For cigars. December 6, 1921. American Label Co., New York City.

REY DE LA BARBA:—42,367. For cigars, cigarettes and tobacco. December 10, 1921. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

BROADWAY LADY:—42,368. For cigars. December 13, 1921. Frank Raia, New York City.

GLEN ALLA:—42,369. For all tobacco products. December 14, 1921. American Litho. Co., New York City.

CORNHUSKER HIGHWAY:—42,370. For cigars. December 6, 1921. Pepperberg Segar Co., Lincoln, Neb.

EL MARQUIS DE LA PLATA:—42,371. For cigars, little cigars and cigarettes. December 17, 1921. La Regional Tobacco Co., San Juan, Porto Rico.

LA REGIONAL:—42,372. For cigars, little cigars and cigarettes. December 17, 1921. La Regional Tobacco Co., San Juan, Porto Rico.

REGIONALES:—42,373. For cigars, little cigars and cigarettes. December 17, 1921. La Regional Tobacco Co., San Juan, Porto Rico.

RICHARD KENT:—42,374. For all tobacco products. December 3, 1921. Moehle Litho. Co., Brooklyn, N. Y.

ROGER BRIGHT:—42,375. For all tobacco products. December 3, 1921. Moehle Litho. Co., Brooklyn, N. Y.

AMBIS:—42,376. For cigarettes only. November 4, 1921. L. Monfried, New York City.

GENERAL JOHN B. CASTLEMAN:—42,377. For cigars, cigarettes, chewing and smoking tobacco. December 15, 1921. Reiss-Dabney Cigar Co., Louisville, Ky.

TRANSFERS

TEDELLO:—21,936 (Tobacco World Registration Bureau). For cigars, cigarettes and cheroots. Registered March 15, 1911, by Jos. W. Levy & Co., Philadelphia, Pa. Transferred to the Delphia Cigar Co., Philadelphia, Pa., December 11, 1921.

PERSHING HIGHWAY:—41,013 (Tobacco Merchants' Association). For all tobacco products. Registered March 10, 1919, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Pepperberg Segar Co., Lincoln, Neb., November 28, 1921.

JOHN ADAIR:—35,857 (United Registration Bureau). For cigars. Registered June 22, 1910, by L. W. Keyer, Dayton, Ohio. Transferred to Henry Thomas, Decatur, Ind., November 30, 1921, and re-transferred to the White Stag Cigar Co., Decatur, Ind., December 7, 1921.

TOLOSA CIGAR COMPANY BANKRUPT

The Tolosa Cigar Company of New York has filed a petition in bankruptcy with assets of less than $24,000 and liabilities of more than $48,000.

TO LIQUIDATE RUY LOPEZ & CO.

It is understood that on January 1, the Ruy Lopez Co., will be liquidated. It has not been announced what disposition will be made of the brands.

Tobacco Patents Granted

(Continued from Page 25)

No. 1,397,632. SMOKING PIPE. George A. Highfield, Scranton, Pa., patentee.

In combination with a tobacco pipe having a restricted port disposed through the wall of the bowl and in communication with the bore of the stem, a sleeve snugly fitting within the chamber of the bowl and provided at its inserted end with a perforate head, the opposite end of the sleeve being defined by a flange for contact with the outer edge of the bowl, the contacting face of the flange being provided with an annular groove registering with the restricted port, the groove of the flange being in communication with a channel in the periphery of the sleeve open at the bottom of the sleeve.

No. 1,398,059. METAL CIGAR BOX. Meyer Bayuk, Philadelphia, Pa., patentee.

A package comprising an outer thin sheet metal box having a bottom, a front wall, a rear wall, end walls and a lid, a removable transverse sheet metal partition and a straight reinforcing member extending from front to back of the box, substantially parallel to the ends of the box, said partition having a flange at each end, the one flange extending along the front of the box, while the other extends along the back of the box, said flanges maintaining the partition in an upright position, and cigars in the box on both sides of the partition.

Dealers CAN NOW GET DILL'S BEST THROUGH ANY REGULAR JOBBER.

The Tobacco World

Established 1881

VOLUME 42 JANUARY 1, 1922 No. 1

TOBACCO WORLD CORPORATION
Publishers
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Gerald B. Hankins, Secretary

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Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
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The Standards of America
Lorillard's Snuff, : Est. 1760
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Strong, Salt, Sweet and Plain Scotchs
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A FINE CIGAR LABEL
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VOLUME 42

THE TOBACCO WORLD

No. 2

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As A Medium for Stimulating Sales

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(3) The handsome lithography with which the wooden package is trimmed has a distinct sales value and can be displayed to the best advantage on a wooden Cigar Box.

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Make tobacco mellow and smooth in character and impart a most palatable flavor
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FRIES & BRO., 92 Reade Street, New York

The Tobacco World
Established 1881

VOLUME 42 JANUARY 15, 1922 No. 2

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Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY
IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER
220 ELEVENTH AVE., NEW YORK CITY

WATCH YOUR BARRELS AND BALES
WHEN BUYING PORTO RICAN TOBACCO
THE GOVERNMENT NOW GUARANTEES
THE EXACT SOURCE OF
ALL TOBACCO EXPORTED FROM THAT ISLAND

TOBACCO STAMPS:
White—Genuine Porto Rican growth.
Blue— Mixture of Tobacco grown in P. R. and other countries.
Pink— Tobacco of foreign growth.

CIGAR STAMPS:
White—Mfd. in P. R. with Tobacco produced in P. R.
Blue— Mfd. in P. R. with Porto Rican and other Tobacco.
Pink— Mfd. in P. R. with Tobacco not a product of P. R.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

TAKE NOTICE THAT
Every package containing Tobacco Leaf, Scrap, or Cigars, either for domestic use or for export, must display a GUARANTEE STAMP.

The buyer of Tobacco or Cigars can now tell whether he is getting genuine Porto Rican Tobacco or an inferior Tobacco shipped into the Island and reshipped as Porto Rican.

Information about Guarantee Stamps or Porto Rican Tobacco gladly given.

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY
126 Maiden Lane J. F. VAZQUEZ, Agent New York City
Tel. John 1379. Cable Address: GARANTOBA

ROBERT EMMET
CIGARS

20,000,000 ROBERT EMMETS
will be needed this year to fill the demand created by their superior quality

Blended by the Master Blender, Charles J. Spietz

BREVAS SIZE
10c

MANUFACTURED BY
SPIETZ CIGAR COMPANY
Harper & Seneca Streets Detroit, Mich.

with long waits for cigar boxes if you place your order with us. We can supply them to you in large or small lots almost immediately.

MONROE JARRETT & SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide.

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

WE CAN SUPPLY YOUR NEEDS FOR
LITHOGRAPHED WINDOW DISPLAYS
IN ANY QUANTITY FROM 100 UP
WE SPECIALIZE IN SHORT RUNS
AND LARGE QUANTITIES OF

Cardboard Screens
Panels
Cut-outs
Easel Displays
Hangers
Posters
Small Card Signs

LET US CONSULT WITH YOU FOR YOUR 1922 NEEDS

Rex Window Advertising Co., Inc.
71 W. 35th St., New York City

Volume 42

THE TOBACCO WORLD

Established 1881

Number 2

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 15, 1922 Foreign $3.50

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

WHEN the proprietor of a successful department store talks business I listen with both ears to catch and pass on to my readers the pearls and jewels which fall from his lips.

And so I will quote below, without any of my poor, miserable words, what such a Boston man said in a short address:

"You ask what is the most important thing in retail business today? First is rapid turnover. We have been running with a business machine calculated to travel only on a level. Now we must have a machine which will climb the hill to good times and descend safely into the valley of bad times. That machine is rapid turnover.

"If every individual business could turn over its stock every day it would prosper extraordinarily. It can't be done, of course. Still it is worth mentioning. But the quicker the turnover the greater the profit.

"One big way to reduce costs is to reduce overhead. That is best accomplished by increasing output; and good publicity is absolutely necessary for this achievement.

"Business men who are equipped with the goods the public desires, who are supplied with the will and the courage to succeed through service to the public, who make themselves known through aggressive advertising, are on the path which leads to success."

Here is the University of London, England! What do you suppose it has gone and done?

Why, it has established a course of the "Degree of Commerce," and is teaching modern commercial conditions. One of the things it is emphasizing is the training of the coming merchants to study the wants of their customers, so they will buy goods which will be quick turnovers, rather than slow and lazy shelf-lizards.

They are teaching the young fellers to have small stock of quick-selling, clean-cut goods, which will march on the shelves and quickly march out again.

They are teaching the coming merchants to have money in bank, instead of in large stocks of slow-selling and deteriorating goods—and to discount their bills, and touch up their stores occasionally, so the stores will smile and say, "Good morning, have you got your midday smoke?"

Let me tell you something! The only way we old plow horses can keep the coming young fellers from pushing us out of business when they start out for themselves is for us to call ourselves school-boys, and learn the new tricks which the changing world is putting into business.

Why do business houses fail? What is the cause of this unfortunate condition? When you go to a doctor to be cured of an illness he wants to know the cause of that illness, and then he can generally cure you.

So, if a business man knows the causes of failure he can, if wise, avoid that sad experience.

With the big ones it is generally shortage of cash. They are growing; they double their factories; they install expensive machinery; open costly branch offices; hire experts who are paid by the minute; contract for enormous quantities of supplies a year ahead.

Their expenses are awful, but easily carried when all wheels are a-humming. But when markets decline sales slacken, profits dwindle—crash, bam, good night.

And how about the little fellers—you, for instance. What makes them fail?

I am almost afraid to say, for fear you will paste me one. But it's my dooty to speak the truth, so here goes.

The little fellers fail mostly out of incompetence.

(*Continued on Page 22*)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

SURVEYS of the various branches of the tobacco industry are being made by the United States Tariff Commission, according to the annual report just submitted to Congress by that body, and during the past year considerably investigatory work has been carried on to determine the most satisfactory method of dealing with tobacco in tariff legislation.

The commission has held a series of conferences with representatives of manufacturers of cigars and cigarettes, importers of Java, Cuban and Turkish tobacco, and tobacco growers, customs officials and tobacco experts of the Department of Agriculture. Through the Department of Commerce some phases of the tobacco industry in Cuba have been investigated, and upon the material thus collected the commission has prepared for the use of the congressional committees a tentative revision of the tobacco schedules.

"The present law," it is declared in the report, "notably in the case of wrapper tobacco, is extremely difficult to administer, and certain of its provisions tend to promote undesirable practices. Moreover, recent developments in the trade indicate that the two general classes of wrapper and filler tobacco are no longer sufficient for customs purposes.

"The tobacco schedule is primarily devised for revenue purposes, and the rates of duty therein are higher than for other products. Nevertheless, it has some tariff problems apart from the revenue aspects of the duties. Although the United States is the world's largest producer and exporter of tobacco, it is dependent upon foreign sources of supply for some particular varieties of leaf used chiefly for cigar wrappers and for blending with or flavoring domestic tobaccos. Since the same or similar kinds are produced in this country at higher prices than abroad there has been a demand for protective duties. The tariff problem relates chiefly to wrapper tobacco, particularly the competition of Java or Sumatra wrapper with Connecticut and New England wrapper and wih Florida Sumatra. More recently California has produced tobacco which is said by growers to be of the 'Turkish' type, grown from Turkish seed. According to the census of 1919, California's production was 489,000 pounds. The annual imports of Turkish tobacco which amount to approximately 30,000,000 pounds, consist of three main types produced in Macedonia, Smyrna and Samsoun. These tobaccos are chiefly used for blending with domestic leaf in 'Turkish' blend cigarettes. It is stated that there are large areas in California now used chiefly for grazing, that may successfully grow Turkish tobacco, although at a cost two or three times as high as in the Near East."

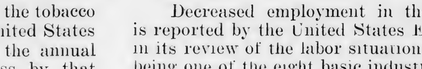
Decreased employment in the tobacco industry is reported by the United States Employment Service in its review of the labor situation for December, this being one of the eight basic industries to show heightened unemployment during the month. Only six industries showed increased employment, the additional number employed by those trades being more than offset by the number dropped in other lines.

The Employment Service monthly surveys 1428 firms, each usually employing more than 500 workers, having a normal employment list of 1,600,000 persons.

The number of tobacco manufacturers included is not shown, but the number of persons employed by the firms surveyed dropped 2018, or 6.1 per cent., during December.

The report shows that actual employment on December 31, was 1,493,107, as compared with 1,567,374 on November 30, a decrease of 74,267 persons, or 4.7 per cent. The net decrease in these same establishments since January 31, 1921, has been 135,027, or 8.3 per cent.

However, it is pointed out in the report, "the period which this survey covers should be considered in connection with the reduction in the number of wage earners in industry. The temporary closing down of many plants due to stock-taking or inventory accounts in a great measure for the decrease in employment over recent months. The significant and encouraging feature of this report is the slight but continuous increase in employment in some of the basic or non-seasonal industries."



The closing of tobacco stores and all other places of business in the District of Columbia on Sunday is sought by Representative Fitzgerald, of Ohio, in a bill which he has just introduced into Congress. Only works of necessity or charity would be excepted from the provisions of the measure, which, however, fails to define what would be considered as covered by those terms.

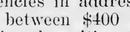
At the present time, there is no Sunday regulation of business in the District, and the larger number of tobacco stores remain open. Some time ago the United Cigars Stores tried the experiment of closing their branches on Sunday, but found it did not work and abandoned the scheme, the lay-out of the city being such that practically as many people are downtown on Sunday as through the week.

The bill provides punishment for violation of the Sunday-closing provision ranging from a fine of from

(Continued on Page 10)

$5 to $50 for the first offense to a fine of from $25 to $500 for subsequent offenses which may also, in the discretion of the court, be accompanied by imprisonment for from one to six months.

Several attempts have heretofore been made to secure a Sunday law for Washington, but thus far without success. This bill, which is to be pushed by the reform agencies back of it, is by far the most sweeping of its kind that has yet been drafted.

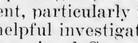


Appropriations totaling $60,908,880 are provided for the collection of the tobacco and other taxes during the fiscal year beginning July 1, next, in the Treasury Department appropriation bill which has just been passed by the House of Representatives. While this is over four million dollars less than the Bureau of Internal Revenue asked Congress for, it is four and three-quarter millions more than was appropriated for the current fiscal year, although the revenue to be collected next year, as a result of the repeal of taxes in the new revenue law, will be considerably less.

The cost of assessing and collecting taxes during the fiscal year 1923, it is estimated, will be $34,409,690, three million dollars more than during the present year. This increase is provided in order that the bureau may put a large force upon the work of auditing returns and collecting back taxes. At the present time these back taxes are being collected at the rate of $357,000,000 a year, but it is believed that with an expanded force the collections can be increased by $200,000,000.

Twelve million dollars is set aside, as is done each year, for the refund of taxes illegally collected. Enforcement of the prohibition act, which also comes under this bureau, will cost the country $9,250,000, an increase of nearly two million dollars over the current appropriation.

During the fiscal year for which these appropriations are required, the internal revenue collections, it is estimated, will amount to $2,611,100,000.



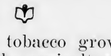
Legislation permitting advertisers, whether advertising through the mails or otherwise, to deposit with their post offices a sum sufficient to provide for the payment of postage on replies, has been introduced in Congress by Representative MacGregor, of New York.

Enactment of this legislation was recommended by Postmaster General Hays in his annual report, submitted to Congress last month. At the present time, answers to advertisements must be sent through the mails with the postage prepaid, although frequently advertisers would be willing to bear the cost of the postage themselves as an inducement to the public to respond to their advertisements.

It is proposed by the Post Office Department to permit business men and commercial establishments to deposit with their local postmaster funds from which could be deducted the postage on letters sent as responses to advertisements. A special means of identifying such mail would be provided by the department and necessary steps taken to prevent abuse of the privilege either by advertisers or by the public.

Other legislation before Congress affecting the postal service includes a proposal to permit the Postmaster General to determine whether mail insufficiently or improperly addressed shall be given directory service, and authorizing him to collect a fee of one cent on each piece of mail on which it was necessary to furnish directory service in attempting to make delivery.

It was declared that in New York City alone about 400,000 pieces of mail a day require reference to the directory to make up deficiencies in address, the expense of this service being between $400 and $500. The same situation prevails in other cities, the cost of directory service to the department being several thousands of dollars a day. The tax of one cent on letters which require directory service, it is claimed, will not only improve the postal service but will tend to make users of the mails more careful in addressing.



Problems affecting the tobacco growers of the country will be included in the agricultural questions to be taken up by the national agricultural conference which opens in Washington on January 23. Called by the Secretary of Agriculture at the request of President Harding, between 200 and 300 men have been invited, who represent every phase of agricultural and allied industries. Among the men who have already accepted is Arthur B. Hancock, of Harris, Ky., a prominent tobacco grower, and Judge Robert W. Bingham, Lexington, Ky., representing the Burley Tobacco Growers' Association.

The main idea behind the conference is to bring about a return of prosperity to the country in general through increasing the prosperity of the farmers, and the conference, for which no detailed program is to be prepared in advance, will be asked to take up the various agricultural problems and make recommendations which can be accepted as a basis for legislation or other means of dealing with the present agricultural depression. Not only are existing conditions in this industry fraught with dangerous possibilities, but as we emerge from the present period of disorganization new conditions may arise "which may very directly influence both our agricultural and industrial life" the President pointed out in asking Secretary Wallace to call the conference.

"We are all well aware of the severe agricultural depression which exists throughout the land and the extraordinary conditions which brought about the present situation," wrote Mr. Harding to the Secretary. "No one will pretend that the present conditions could have been avoided, but none of us is willing to agree that there ought not be some corrective and constructive steps taken to remedy the severe hardships under which so important a portion of our citizenship is struggling. I am convinced that a conference may be made a very helpful agency in suggesting practical ways of improvement, particularly if brought into co-ordination with the helpful investigation which has been begun by the Congressional Committee committed to a related work.

"Such a conference must divide itself into two parts: One part to give consideration to our present day difficulties which, though temporary, are serious and need effective attention; the other part, a survey of the future, in an effort to determine upon general

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TAMPA

Association Elects Five New Directors—Identification Stamps in Demand—314,879,940 Cigars Made in 1921.

Tampa, Fla., January 12, 1922.

SLOWLY but surely, the cigar industry is waking up to the promising outlook on the horizon of this new year. The talk about prospective business among the manufacturers is optimistic, and while new orders are not coming as fast as desired, there is a comfortable number of them already on file at the factories, indicating the future trend of business.

The reports coming from the trade indicate that neither jobbers or retailers are overstocked with cigars. The manufacturers have no stocks on hand, and even job lots are not available, although solicited. With weak concerns weeded out and production prudently reduced, there is every reason to believe that 1922 will be a year of industrial activity and prosperity.

The associated cigar manufacturers are taking steps to regulate the apprenticeship in all branches of the industry, in order to produce efficient and skillful labor. They realize that to produce cigars of excellence, both good tobacco and workmanship must be employed, and have decided to take upon themselves the task of teaching the right kind of cigarmaking, so that the name of Tampa might be the synonym of perfection. That resolution taken on the heels of the adoption and use of the identification stamp, means that the Tampa manufacturers are following a concerted plan for the good of the industry and its welfare and reputation.

Another resolution taken is to implant a new basis of equalization of labor prices on the ground of justice and mutual consideration, to promote peace and harmony between workers and manufacturers.

The above resolutions have been the product of calm and thoughtful deliberation at the regular general meeting of the Cigar Manufacturers' Association held last night, in which the annual elections for the ensuing year took place, with the following board of directors elected:

Laureano Torres, president (re-elected).
Enrique Pendas, vice-president (re-elected).
A. L. Cuesta, Jr., treasurer (re-elected).

Directors.

J. A. Jones (re-elected), D. H. Woodbery, Jose Perez, Jose Arango, Jorge Leon, R. B. Diaz.

The election of this ticket infuses some new blood in the directorate of the association, and yet preserves in the body the expert and conservative element that has led the association to safety through the trying experiences of the last industrial trouble; the trade then might well afford to give their unstinted support to Tampa industry, in the assurance that their help and loyalty will be properly vested and rewarded.

Two bright points loom up at the beginning of this year to emphasize the endurance and strength of Tampa's vitality; one is the production of 314,879,940 cigars during calamitous 1921, and the other is the erection of a ten-story skyscraper by the Exchange National Bank, on its present site facing 105 feet on both Franklin and Twiggs Streets. If it is considered that the cigar industry has always been, and still is, the backbone of Tampa, and that conservative banking institutions like the Exchange National Bank decide to invest a large sum of money running into the seven figures in a ten-story modern office building, it is not preposterous to say that the future of Tampa and its leading industry, is as solid as human confidence could desire.

The liquidation of the Ruy Lopez Company of Key West, has brought to Tampa the manufacture of that famous brand of cigars, which is now made by Gradiaz Annis Co. of this city. Tom Gray, formerly connected with the Ruy Lopez Co., will in all probability join some Tampa factory not yet announced.

The M. Alvarez Co. will be operated in the future under the name and control of the New York-Tampa Cigar Co., and president Fred Davis is expected shortly at the factory to make proper arrangements under new plans and management.

M. A. Friedman, of Grommes & Elson, has definitely closed up the factory, to re-engage his activities in the jobbing business at Chicago.

E. Henriquez, whose factory was burned recently in West Tampa, has decided to rebuild on the same site a three-story modern factory.

The factory of A. M. Perez was damages by fire to the exten of $4000 recently, with insurance on the stock and fixtures covering the loss.

Mr. Gore, of Benson & Gore Co., of New York, is here looking for a connection to manufacture high-grade clear Havana cigars for his trade.

The Marsicano Cigar Company will reopen their factory in West Tampa, to produce clear Havana goods exclusively.

The Abana Cigar Co. has made a new connection that will keep them busy for the entire year.

At San Martin & Leon factory, Jorge Leon has returned from an extensive trip visiting their trade, with the result that he has booked so many orders, that is compelled to leave today for Havana after an additional supply of tobacco.

A. Yanez & Company have with them their salesmen manager, R. J. Tatum, who is conferring with the

(*Continued on Page 20*)

Local Jottings

James M. Preston has recently resigned from the sales forces of Sig C. Mayer & Co.

Fred Suss, of Jacob Langsdorf's Sons, leaves town on the 16th for a trip through the Middle West.

I. Baum, of Baum & Neely, local jobbers, was among the Philadelphians visiting New York recently.

J. Reynolds Brady, local representative of the American Box Supply Co., returned from a trip to the home office in Detroit, on the 8th.

Dorsey Whitestone, of the Rex Window Advertising Company, Inc., of New York, closed some nice business when in town last week.

George M. Lex, who recently joined the forces of William Steiner, Sons & Co., expects to make his residence in the future in New York City.

P. C. Fulweiler & Bro. Co. have closed their York factory, and in the future will manufacture exclusively at 927 Sansom Street. Frank Parker will have charge of the manufacturing.

Elmer Jarrett, of Monroe Jarrett's Sons, has recently been admitted to membership in the Iguana Club. He is the first member to be elected in the New Year.

Morris D. Neumann, manufacturer of the "El Moriso" and "Bella Mundo" brands, expects to leave shortly for a trip through the West.

Vetterlein Bros., formerly at 144 N. Fifth Street, have moved to offices at 1615 Spruce Street. Their brands will now be manufactured in their out-of-town factories.

Willis Andruss, sales manager of the Congress Cigar Company, was in New York recently conferring with B. Wasserman, the local "La Palina" distributor, regarding sales plans for 1922.

Harry Rinaldo, widely known representative of the Central Cigar Co., manufacturers of the "Elm" and "Na-Bocklish" brands, paid a visit to Philadelphia this week to renew acquaintances.

L. M. Walters, of Bobrow Bros., has hit the trail for New York State, where he will call on the distributors of the "Bold" and "Topic" cigars. "L. M." says that 1921 was the biggest year yet for "Topic," and he believes 1922 will establish a new record for that popular brand.

"ROBERT EMMET" CIGAR IN DEMAND

"Robert Emmet" cigars, distributed in Philadelphia and adjacent territory by Dusel, Goodloe & Co., are being placed with phenomenal success. The entire local force is putting its best efforts behind the brand and are assisted by factory representative W. T. Marshall.

MANY ENTERTAINMENTS FOR G. H. P. MEN

The G. H. P. Cigar Co. celebrated the close of a busy year by giving a banquet to their sales force at the Hotel Vendig. The following night the sales and executive forces and visitors were entertained at a dinner at the Adelphia. New Year's Day a buffet luncheon, followed by a dance, was tendered to the employes at the factory.

THIRD STREET CIGAR STORE SOLD

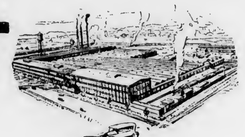
Jacob Berks has purchased the retail cigar and tobacco business of I. Rabinovitch at 54 Third Street, and takes possession on January 16.

Mr. Rabinovitch, who is well known in the trade and who has operated the Third Street store for a number of years, is seriously ill in the Pennsylvania Hospital.

CONGRESS CIGAR COMPANY GIVES TWO BANQUETS

The Congress Cigar Company, manufacturers of the "La Palina" brand, gave two banquets during the holidays. One to the factory superintendent and foremen at the Adelphia and one to the sales force at the Bellevue-Stratford. The firm states that 1921 was the biggest year in its history.

DETROIT



Local Cigar Dealers' Association Growing—F. Vega & Co. Remove to Larger Factory—"Topic" and "Bold Representative in Town — Michigan Greeters Smoke "El Producto"

DETROIT, MICH., January 10th, 1922.

A BUSINESS boom for 1922 has been predicted by members of the Federal Reserve Board, and Detroit is to have a big share in the Nation's prosperity, as there is a big boom prophesied for the automobile manufacturers, according to the above predictions, every commodity in the city of Detroit, as well as the State of Michigan, will show marked improvement and be benefited by the influx of orders for automobiles and accessories. Hence, the cigar manufacturers are optimistic over the outlook for the year of 1922.

F. Vega & Company, manufacturers of "Las Vegas" and "Colbert" brands, have moved into new and larger quarters at 1361-1363 Gratiot Avenue. Their former plant on Dubois Street was inadequate to meet the demand of their fast-growing business. In their new quarters there is 15,000 square feet of floor space, seating 200 cigarmakers, with a capacity of 50,000 cigars per day. "Las Vegas" is a Java-wrapped and Havana-filled cigar, and is made in six sizes, to retail at 10 cents to three for 50 cents, and are repeaters wherever introduced. W. W. (Doc) Rosebro, president, is sparing no expense in the artistic advertising for "Las Vegas." A classy two-panel screen (30x47), lithographed in ten colors and gold, showing the sun rising over the bay, with a steamer silhouetted against the sky, and in the foreground a field of growing tobacco. On the wings of the panel, are shown two Cuban beauties holding in outstretched hands, a box of "Las Vegas."

A most unique and practical air-tight can holder, which will keep the cigars in fine condition, are for the display of "Las Vegas" tins on the case. These, as well as many other attractive pieces of advertising will be seen in the near future on "Las Vegas."

President Rosebro, tells me that "Las Vegas" are growing in leaps and bounds, and are becoming more popular each day with the smokers, and his present jobbers are more than pleased to have "Las Vegas" cigars in their line, and they tell him that wherever placed, they "repeat like wild fire."

I dropped in to pay my respects at the American Box Supply Company, and was greeted by President H. L. Wadsworth and Vice-President J. A. Campbell. Upon inquiry as to how is business, their reply was "Great, we are having the biggest business in our career, and we have no complaints to make." John B. Thatcher (the business-getter for outside of Detroit territory) was also on the job, looking happy and smiling over the good business he enjoyed during the past year.

Nat Norman (Norman Bros.), "Judge Gainey" cigars, has left for an extended trip throughout Michigan and Ohio, calling on the distributors of "Judge Gainey."

J. P. Brill (La Kurba Cigar Company), "Andrew Jackson" cigars, is giving the city of Detroit the once over and looking after the distribution of his brand.

J. A. Brown, Chicago representative for the G. H. P. Cigar Company, "El Producto," stopped over in Detroit on his way back to Chicago, after attending the "big party" which was held at the Adelphia Hotel, in Philadelphia.

Fred G. Moritz, Chicago representative for Bayuk Brothers stopped over in Detroit, en route to Chicago. Fred has been spending the holidays down in old Virginia, where, according to reports of his, the "Moonshine" and Lynnhaven oysters were the greatest ever.

Bert Johnson has a very attractive window display of "El Marvello" cigars (M. F. Minden & Company), at his main store in the McMillan Building.

J. Reynolds Brady, Philadelphia representative of the American Box Supply Company, is paying his semi-annual visit to the Detroit office for a conference with the officials.

Oscar Buxbaum (Buxbaum & Company), Milwaukee, Wis., "Las Vegas" distributors for Wisconsin, was a recent visitor to the city.

Artist Max Bloom (Bernard Schwartz Cigar Corporation) is doing some nice window work on "R. G. Dun" cigars, and his efforts this week at the Recreation Building Cigar Store are worthy of praise.

The Detroit Independent Cigar Dealers' Association is growing in numerical strength and character every day. A meeting of its members will be held Thursday, January 19th, the place to be announced within a few days. Herman Lieberman, of the Central Cigar Stores, who is one of the officers of the association, will spend a week in the east, on a business and pleasure trip. And a week or so later, President Watkins expects to make an extended trip to New York, and other points, for the same worthy purpose. These gentlemen are most optimistic of an early return to better conditions, and better business, for the retail cigar and tobacco industry.

Roy Raines, western representative for the American Box Supply Company, who has been spending the holidays at home in Detroit, has left for his territory, well supplied with order books and 1922 conversation.

N. N. Smith (N. N. Smith Company) "Bankable" cigars, spent a few days in the city this week conferring with his jobber and outlining the advertising plans for 1922, which are to be very extensive. Mr. Smith informs me that the year of 1921 was a very successful one for the "Bankable" cigar, and at the present time they have a plant under construction at Lebanon, Ind., which will be completed about February 15th, and is modern in every respect.

"Study your friends who have been successful, There's a reason."

John Mangin, proprietor, cigar stand in the Free Press Building, reports that he had a wonderful Christmas business, and that he has bright prospects for 1922. John is ably assisted at his stand with two experts, Misses Monihan and Baley, and his customers are greeted with courtesy by his fair salesladies. All popular brands are featured, *viz.*, "Harvester," "La Palina," "El Producto," "Dutch Master," "Bankable," "El Roi-Tan," "Chancellor," "Robert Burns," and a thousand and one other brands, all worthy of mention.

R. Ward Ruhle, formerly with Bayuk Brothers, working the city trade, has resigned his position, and is now in business for himself in the Direct Advertising Service. Ward will feature many famous and local brands of cigars manufactured in the city of Detroit.

Fred Child, District Sales Manager for the General Cigar Company, has just returned from a trip to Chicago, where he has been attending a conference of branch managers, outlining the policies for a big business for 1922.

Mose La Fond (M. A. La Fond & Company) says he had a wonderful holiday trade and the wind-up was great. Mose is also some salesman. I caught him in the act of selling a Meerschaum pipe, and you can bet the cash register rang. He told his customer all about it from A to Z, and then some other points. Mose carries a wonderful line of all makes of pipes.

The ninth annual Convention of the Greeters of Michigan was held on Thursday, December 29th. The business meeting was called to order at 12 o'clock noon, at the Charlevoix Hotel, by President Norman Wright. After a short session the meeting adjourned to partake of a very delightful lunch, after which the business meeting was resumed. The ballots for the election of the officers for the ensuing year were counted and resulted in the election of the following, *viz.*: President W. W. Witt; First Vice-President, William W. Loos; Second Vice-President, William Stukles; Third Vice-President, J. C. McPherson; Secretary and Treasurer, Harry Schofield; Board of Governors: Chairman, John J. Decker; Thad. Link, Bob Brittan, Edw. W. Rainey, S. L. Rothwell, Harry Keenan, William A. Wafer. Sergeant-at Arms, M. V. Reynolds. At 9 P. M., the annual banquet was served at the Statler Hotel, Paul King (referee in bankruptcy), toastmaster, gave a very interesting and enjoyable talk. Other prominent speakers were C. H. Stevenson, proprietor, Hotel Stevenson; C. H. Montgomery, manager, Post Tavern, Battle Creek; and our own Dave "Daddy" Olmsted, proprietor, Hotel Winton, Cleveland, Ohio. "El Producto" cigars, "Murad" and "Phillip Morris" cigarettes were served at the banquet.

Harry Rothchild (Cullman Brothers), New York, was a recent visitor to Detroit, calling on the manufacturers.

J. Harper Brannon and George J. Signaigo (Brannon Signaigo Cigar Company), Dallas, Tex., distributors of "Las Vegas" cigars, have been in the city, looking over the new plant of F. Vega & Company, located at 1361 and 1363 Gratiot Avenue.

J. Kraus (J. Kraus & Company), Chicago, is here calling on the Detroit manufacturers.

"Robert Emmet" cigars are very prominently displayed in the window trim of the Carpenter Drug Company, Bates and Jefferson Avenue.

The New Home of "Las Vegas" Cigars
At 1361-1363 Gratiot Avenue,
Detroit, Michigan.

J. F. Finn (Phillip Morris Company), who sells the cigarette in the "Little Brown Box," as well as "English Ovals," says Dame Fortune smiled kindly on him throughout 1921, and that "English Ovals" showed a wonderful increase, so therefore The Finn is feeling fine.

O. L. Myers, (Bobrow Brothers), "Topic and "Bold" cigars, is with us again for a ten-day stay, working on his two famous brands. O. L. says last year was a big one on both of his brands, and that he is looking forward for 1922 to be his banner year. Charles F. Becker is the local distributor for "Bold" and "Topic" cigars.

Keep posted on the latest news in the tobacco industry by subscribing to and reading THE TOBACCO WORLD. Send in your subscription today, if you have not already done so. Start the New Year right.

Yours,

Mike of Detroit

Julius Lichtenstein Heads Consolidated Cigar Corp.

PROBABLY one of the most important events of the year in the tobacco industry took place on January 6, when at a meeting of the board of directors of the American Sumatra Tobacco Co., Julius Lichtenstein resigned as president and general manager, and was elected president and general manager of the Consolidated Cigar Corporation, to succeeed D. Emil Klein. At the same time Louis Cahn resigned as secretary and treasurer of the consolidated Cigar Corporation.

While there have been persistent rumors for several months regarding the resignation of D. Emil Klein, there has been much guessing as to his probable successor.

The Consolidated Cigar Corporation was formed by Mr. Lichtenstein in 1919 and today is one of the three largest cigar manufacturing corporations in the United States.

Mr. Lichtenstein also organized the American Sumatra Tobacco Company and its rapid growth under his direction bespeaks the character of the man who now becomes head of the Consolidated Cigar Corporation.

The Consolidated Cigar Corporation is a holding company which has absorbed to date the following concerns: Samuel I. Davis & Co., E. M. Schwarz & Co., T. J. Dunn & Co., Jose Lovera Co., Lillies Cigar Co., G. J. Johnson Cigar Co. and "44" Cigar Co.

Their brands are nationally known and offer enormous possibilities to a man of the constructive genius of Mr. Lichtenstein, who will from now on devote his entire time and attention to furthering the growth of the corporation's business.

Mr. Lichtenstein has large holdings in the Consolidated Cigar Corporation and is thoroughly posted regarding its activities.

In the minds of many of the trade Mr. Lichtenstein has been associated with the leaf tobacco branch of the industry. As a matter of fact he began work at the age of twelve as a tobacco stripper and later became a cigarmaker. Until his entry into the leaf tobacco industry his connection with the cigar manufacturing industry was continuous, and brought him into personal contact with many of the nation's best known cigar manufacturers.

Frank de C. Sullivan has been elected a director, and secretary and treasurer of the Consolidated Cigar Corporation to succeed Louis Cahn. Edwin Weil has been made a director and Herbert Weil, who has been in charge of the sales department, has been made a vice-president. Leo Ornstein was appointed assistant secretary and assistant treasurer.

W. A. Tucker, senior vice-president of the American Sumatra Tobacco Company, becomes acting head of that concern pending further action by the board of directors. Mr. Lichtenstein remains a director of that corporation. No other changes in the officers and directors is contemplated, it is said. Vice-president Fred B. Griffin remains in charge of the shadegrown production in Connecticut, while vice-president Frank M. Arguimbau continues his supervision of the Florida-Georgia interests.

THE LITHOGRAPHIC SITUATION

IN VIEW of present conditions in the lithographic industry, J. A. Voice, president of Pasbach-Voice Lithographing Co., has made the following statement to THE TOBACCO WORLD:

"On July 1, 1920, a 20 per cent. increase in wages was demanded by all lithographic employes on the basis of the then increased cost of living, notwithstanding the fact that on January 1, 1920, only six months before that, they obtained a $5 per week increase. All told these advances have amounted to an increase 112 per cent. over the pre-war rate paid.

"There was a signed agreement between the Employers' Association and the Lithographic Union to the effect that the wage scale including the 20 per cent. increase was put in effect for one year, *viz.*, until July 1, 1921, but that on May 1, 1921, there should be another meeting between the representatives of the employes' union and the employers' association, whereby an adjustment in wage, upwards or downwards, would be made according to the increased or decreased cost of living.

"Official statistics from various bureaus indeated between May and July, 1921, a minimum *decrease* in the average cost of living of 19 per cent. After numerous conferences, there was a final agreement made October 29, 1921, calling for a decrease of 12½ per cent. A copy of the agreement is herewith enclosed.

"This agreement was voted down by the men and even though the decrease was supposed to have been put into effect November 22, 1921, we as employers have been holding off until we saw no further hope.

"In some of the shops where the decrease was placed into effect last week, the men struck and it is very plainly evident that wherever the decrease will be placed in effect, there will be a cessation of work on the part of the employes.

"The workmen in the lithographic unions have always ratified the actions of their leaders—making sure to ratify all various agreements on increases which took place during the War, practically every six months, but here, when they are faced with the first necessary and economic decrease, they have refused to agree to same.

"We want to make it very clear that this is the very first decrease attempted. The lithographers I feel have been justly criticized for not putting the decrease into effect sooner. As the cigar manufacturers well know, there has been a very considerable reduction in the prices of cigar labels and bands and unless our labor will do its share we as employers cannot follow the national trend of low prices apparently necessary for the stimulation of business.

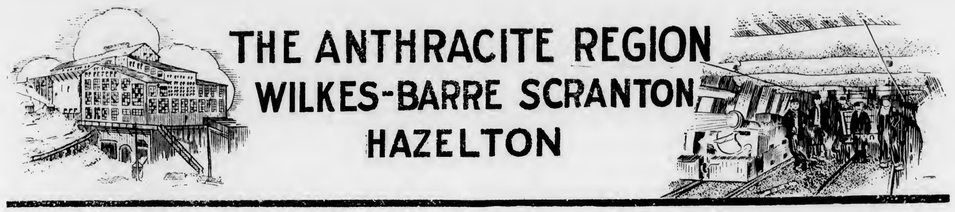
"Feeling as I do that all lithographers are fighting for our cigar manufacturing customer as well as ourselves, we hope to obtain every possible co-operation."

Further particulars will be supplied if necessary by any of the lithographers connected with the National Association of Employing Lithographers.

KLEIN & CAHN TO FORM NEW CIGAR MANUFACTURING CONCERN

D. Emil Klein, former president of the Consolidated Cigar Corporation, and Louis Cahn, former secretary and treasurer, have announced that they will shortly launch a new cigar manufacturing concern. Details regarding the new concern have not been made public.

Associated with them will be Eugene Klein and A. Edelman.



Wilkesbarre, Pa., January 14, 1922.

NOW that we have all become acquainted with our young friend 1922 who will be our guest for twelve months, we of the cigar and tobacco industry are much encouraged with the way the baby likes his food and his prospects of growing to be a healthy and robust year. That at least is the feeling throughout northeastern Pennsylvania and especially in the coal-mining districts.

Business conditions generally in the mining districts are good, but not as good as they were six months ago. However, reports from both the wholesale and retail trade indicates that business is good.

The Wilkesbarre Cigar & Tobacco Co., distributors for the "Topic" cigar, made by Bobrow Bros., Phila., have had a wonderful business on this brand, and it is one of the largest, if not the best seller in the ten-cent size in the Wilkesbarre-Scranton-Pittston section.

The Star Tobacco Co., of Wilkesbarre, and the Scranton Tobacco Co., of Scranton, the two distributors in the upper coal fields for Bayuk Bros.' famous products, are producing large and steady sales. "Philadelphia Hand Made" and "Havana Ribbon," distributed by the Star Tobacco Co., are in strong demand throughout this section. "Mapacuba," in the hands of the Scranton Tobacco Co., is fast coming to the front, particularly the one-twentieth tin packing, which in the past six months has made many new friends for the brand.

I learn that the Sperling Tobacco Co. have acquired the new "Webster" line and will sell this famous old brand in the northeast section of the anthracite region.

Occasionally, I run across our old friend Abbott Booker talking "Cinco." Abbott leaves his tracks in the form of his pet brand wherever he goes. Here's wishing you a big 1922, Abbott!

The Colombo Cigar Store in the Public Square. Wilkesbarre, the slogan of which is "On the Square for 20 years," is now conducted by two very enterprising young men, Charles Popky and Jack Groh. These boys are making this old stand live up to its slogan and reputation. It is one of the busy spots in the town at all times. "New Natural Bloom," made by Harry Blum, of New York, is one of their best bets and is constantly featured.

Since the reductions on a few of the cigarette brands, Mr. Dealer is beginning to think he should soon be receiving a reduction in the price of his cigars. At least that is the impression one is left with, for when a cigar man gets going in his efforts to close a sale he can confidently look for this question to be shot at him, "When can I buy them cheaper?", or "When will the prices change?". My answer must be, "I don't know." That is the truth, and it is usually accepted as final.

High rents and overhead expenses are taking quite a few of the old stands in the central city location into the side streets. If things keep on, "Upstairs Shops" will soon be throwing their hats in the ring. The clothing man and the ladies' shops that through their advertisements invite one to "Climb the Golden Stairs" and get a bargain, seem to be getting away with the idea. It is not a bad one for the dealer who wants to keep his store on "Main Street." Lots of us are willing to climb stairs for a good cigar and an old friend.

Abe Myers, of New York, is now running the cigar stand in the lobby of the Hotel Sterling, Wilkesbarre. He is making his stand a very popular place to call for good cigars, particularly for the higher priced clear Havana and imported brands. His desire is to make the stand as near as possible a clear Havana one. His line is quite complete and offers his customers a wide range in high-grade cigars. Park & Tilford's goods are featured.

"El Producto," distributed by the Scranton Tobacco Co., in the coal fields is a very big and popular seller and is finding new friends every day. There is no trouble to see this brand, but there seems to be difficulty on the part of the dealer in getting all he wants of them, particularly the larger sizes, which are the selling numbers here.

The holidays just past seemed to be a pipe-selling period. Most dealers with whom I have talked, tell me they cleaned house on their pipes and cigar and cigarette holders, etc. This statement is no doubt true, for I have talked to several pipe salesmen and they state that the trade is buying in good quantities. This is unusual so early in the year and it certainly is a healthy indication.

The 5-cent cigar seems to be steadily increasing in demand and the merchants are beginning to ask, "How about something good to sell for a nickel?" My answer is: "Boys, if you want to gather in some new business get a good smoke to sell for five cents. Let your trade know you have it and you will build up something for your business."

Dusel, Goodloe & Co., Philadelphia, is selling a big invincible cigar called "Reference," in this territory and the stores are duplicating on it with regularity. They say the smoker likes it and continues to come back for more.

Let the cigar manufacturers, jobbers and those interested in the cigar business change their slogan from "GIVE CIGARS" to "MEN, SMOKE CIGARS." It will be a tonic for the industry.

BLACK DIAMOND.

YORK COUNTY MANUFACTURERS DINE

The York County Cigar Manufacturers held their annual banquet in the banquet room of the Wallick House at Red Lion, Pa., and considering the conditions of the roads there was a good attendance, two hundred and fifty members being present.

A fine chicken dinner was served and cigars were furnished by the P. & H. Cigar Company. Hilde's Jazz Orchestra furnished the music.

W. S. Ney, cigar jobber of Kansas City, Mo., addressed the diners and called their attention to the fact that he has handled cigars from that section for more than a quarter of a century. He stated that the reason the district was working to capacity was because they were making a good product. Mr. Ney predicted a very healthy improvement in the trade in the near future.

Ex-president I. H. Rojahn, discussed the reason for the organization of the York County Cigar Manufacturers' Association. He stated that it was not to cut wages or produce trash cigars, but to promote the industry and to enable every manufacturer to give the best value possible for the money.

Hon. T. E. Brooks, gave a short and interesting talk and urged each member to do their utmost to keep their merchandise up to a standard, thus maintaining the district's good name. Official figures, he said, show that York County produces one-twelfth of the nation's cigars.

Simon Salomon, of New York, furnished the humorous side of the banquet.

J. S. Stewart, of the Internal Revenue Department, was also a guest. He stated that he has always found the manufacturers true to their Government.

Newly elected President B. N. Hannigan acted as toastmaster.

THE ALGERIAN TOBACCO INDUSTRY

Algiers, November 30, 1921.

During the past twenty-five years the tobacco industry in Algeria has shown slow but steady improvement and today has sixty-four manufacturers, employing twenty-two thousand men. Fifteen of these establishments are exclusive cigar factories, while thirty-two are engaged in the manufacture of cigarettes, the balance are selling for export.

Algeria has approximately 48,000 acres devoted to tobacco plantations and the average crop is from 40,000,000 to 50,000,000 pounds annually.

Algeria expects within the next three or four years to be able to supply France with 65,000,000 pounds annually. France consumes in the neighborhood of 450,000,000 pounds each year.

This country exports annually between 10,000,000 and 11,000,000 pounds of leaf; 13,000,000 cigars and 40,000 quintals of cigarettes.

The domestic manufacturers, however, are far from being able to supply the wants of the Algerian smokers, and every year the Algerian market is supplied with one million cigars, 14,000 kilos of cigarettes, and 18 million quintals of leaf tobacco, all purchased in foreign countries.

The share of the United States in these imports reaches annually between 700,000 and 800,000 pounds, and consists principally of leaf tobacco. This leaf is used by the Algerians in combination with the domestic product, in the manufacture of cigars and cigarettes.

SURVEY MADE OF FOREIGN LAWS

A complete survey of foreign laws affecting the commercial relations of American exporters is being made by the Bureau of Foreign and Domestic Commerce under the supervision of A. J. Wolfe, chief of the division of commercial laws. This division, organized about three months ago, will keep track of foreign laws on the subject of incorporation abroad, taxes, regulations affecting foreign branches, etc., and its information will be placed at the free disposition of American manufacturers and business men.

Plans are being made for the preparation of digests of the commercial laws of foreign countries, which will be started within a short time. In the meantime, however, the bureau's connections throughout the world are supplying the division with information regarding existing laws and proposed changes, while several important circulars have already been written, dealing with Draft Extension Troubles in Latin-America, Taxation of American Enterprises in Germany, the Hague Rules, 1921, on the subject of defining the liability of cargo carriers, and a recent important British decision on American bills of lading.

"We aim to serve American business men practically, promptly and without any red tape, but within the limits proper to a Government agency," declared Mr. Wolfe, in discussing the work of his division. "Visitors representing the various industries, and letters from firms in any industry, receive careful and prompt personal attention from the commodity divisions, and any legal matter passed by them to the attention of the division of commercial laws is also handled with the least loss of time and with the aim of rendering help that is practical and to the point rather than perfunctory."

BILLS FOR FREE ZONES BEFORE CONGRESS

Both Houses of Congress now have bills before them authorizing the establishment of free zones in the ports of the United States. These are H. R. No. 2228, introduced by Mr. Nolan of California, and S. No. 2391, introduced by Senator Jones of Washington.

The Chamber of Commerce of the United States is taking an active interest in the enactment of this legislation.

Free zones in our ports will give our merchant marine an increased share in the carrying trade of the world; will bring added business to our banks, insurance companies, freight forwarders and warehousemen; will provide a wide consignment market for dutiable wares and materials from which American manufacturers as well as American merchants will benfit; and, finally, the free zones will bring vast improvement over the present facilities of bonded warehouses and drawback, simplifying customs procedure.

Emil Judell, of H. L. Judell & Co., San Francisco, is on his annual pilgrimage to New York City. He arrived the week of the 9th.

F. Greenwald, for many years with Kaufmann Bros. & Bondy, has joined the forces of Wm. Demuth & Co., and in the future will be a booster for the famous "W. D. C." line.

562 YEARS of SERVICE

The remarkable record of seventeen men in the creation of cigar labels, bands and cigar advertising. They have averaged 33 years each of service in the Label Division of the American Lithographic Company

IN 1867, in a little shop at 2½ Murray Street, Louis Ettlinger began the making of cigar labels.

That was fifty-four years ago. New York was a city of horse-cars; of little low buildings and open areas. The present thirteen-story home of the American Lithographic Company, if it had been erected then, would have risen like a great mountain out of the open plains. There were no electric lights; no telephones.

It would be interesting to take a directory of the concerns which were doing business on Manhattan Island at that distant date and compare it with a similar directory today. How many promising industries have come and gone! How many have been swallowed up by more fortunate competitors! How many have broken up and been rebuilt again and again out of different men!

The business that Louis Ettlinger founded very soon developed one remarkable characteristic — *it had an unusual power of keeping a firm hold on the loyalty of its men.*

Men came to it to stay. They did not shift to other relationships. They went on, year after year, accumulating experience, growing wiser with each new problem which they met and solved; and bringing each year an added measure of knowledge and counsel to the businesses of their clients.

As a great surgeon becomes more expert with each operation he performs; as a great lawyer, like Elihu Root, grows more seasoned with each year of practice, so these men by their long experience *together* came to be recognized as the leading organization of specialists in the creation and production of cigar labels, bands and cigar advertising.

	Years of Service
Louis Ettlinger, Treasurer	54 years
C. A. Speakman, Vice President	30 "
F. A. C. Kennett	39 "
J. A. Hofmann	39 "
W. B. Growtage	30 "
Wm. Intemann	15 "
A. Wilson	23 "
F. W. Stuke	37 "
J. E. Eaton	36 "
J. C. Rufenacht	27 "
F. J. Maudsley	14 "
J. G. Wallaster	33 "
Wm. Werle	39 "
C. Schoder	48 "
F. Mendel	50 "
G. Schulz	40 "
Peter Taylor	8 "
TOTAL	562 years

Standing, left to right—G. Schulz, Wm. Intemann, F. Mendel, F. J. Maudsley, A. Wilson, J. C. Rufenacht. Sitting, left to right—J. A. Hofmann, F. A. C. Kennett, Louis Ettlinger, C. A. Speakman, W. B. Growtage.

F. W. Stuke, J. E. Eaton, J. G. Wallaster, Wm. Werle, C. Schoder, Peter Taylor were out of town when this picture was taken.

To mention many national brands in whose launching they have had a part would make a long list indeed; and many a famous name would be written on it. The service they have rendered has been far more than a mere printing and lithographic service. They have been taken very intimately into the counsels of their customers. They have originated names, designed labels, suggested sales plans and helped to formulate every step in the development of successful sales policies.

The little business has become a great industry. The few thousand labels which Louis Ettlinger made in 1867 have now become many millions a year — but Louis Ettlinger, as Treasurer of the American Lithographic Company, is still active in the direction of the Company's affairs; C. A. Speakman, Vice President, is rounding out his thirtieth year of service, and there are fifteen other men whose time with the company averages thirty-three years.

Such a record is rare in any industry. It speaks volumes for the quality of the service which this group of specialists has rendered through the years; and the service which they—and the younger associates they are building around themselves—*are* rendering and *will* render in the years to come.

Ohio Leaf Market

THE principal topic of the new year is the various tobacco organizations, several of which are now in the formative period, and in which unceasing interest is being demonstrated. None of the new associations are ready for business as yet, the many important details of organization causing unexpected delay. A necessary and all-important factor is necessary funds with which to handle the pooled tobacco.

At the present time there is some speculation on the almost frantic appeals of those who are pleading for financial aid. Unless this question of finance is met immediately, squarely, and efficiently, the undoubted good offices of the organization will be unjustly hampered.

To advance tens of millions of dollars on a commodity, the price of which has been as variable and uncertain as the climate, is no small matter, and to procure same, bankers will have to be shown without a doubt, that tobacco will be put in keeping condition and that the selling price has been stabilized according to declaration of contract. In the meantime, our minds are naturally wondering what has become of the assistance said to have been assured by the War Finance Corporation.

For the present, most of the interest of farmers is being stimulated by the promises of the organization, and the attention of all in the tobacco localities, is being centered on the chosen product. At all meeting places the topic is the same. Growers are realizing that the section where organization is taking place, that prices are booming.

This district is the big Burley section of Ohio and neighboring States, where about 200,000,000 pounds or about 90 per cent. of the entire 1921 product has been pooled by 53,000 growers. After a long campaign conducted by a temporary organization, a permanent board was elected and vested with power to deal with the funds of all poolers.

Members were promised that a convenient place to market their tobacco would be provided not later than the first of the year, and that their tobacco would be taken at a net average of not less than $30 per hundredweight, and that 50 to 62 per cent. of this would be paid on delivery of tobacco. These promises strictly carried out mean the success of the organization, and, unless they are observed to the letter, there will be a pronounced dissatisfaction with the leadership with the very beginning of the organization, and the very foundation of the organization will receive a jar that will shake it to its very base.

The alleged salary grabbing, etc., of the equity movement of several years ago is fresh in the memory of all, and any undue delay or other mistep will fan the still smoldering embers of discontent into flame. The growing belief that those without the pool will fare better than those within is another cause for discontent.

Those without the pool are already selling their crop at a high price, and to those who are unable to sell, this is a disquieting thing to say the least; and the only thing that will keep them satisfied with the organization is prompt relief.

UNIVERSAL REDUCES PRICES

The Universal Tobacco Machine Company have announced price reduction—effective January 1, 1922.

They say that owing to declines in the labor and raw material markets, they are enabled to reduce prices on all of their machines and devices.

The Model F Universal Stem Crushing and Booking Machine is reduced from $600 to $550. The 1922 intermittent type of this machine, is now being built, so that it will crush any fractional part of the entire stem of a filler leaf. This machine should interest all cigar manufacturers using small types of fillers.

The Model M Universal Tobacco Stripping and Booking Machine is also reduced from $600 to $550 The 1922 Model M Planetary Gear Driven Type Machine, is the last work in stripping machines, and the Universal Company are advising manufacturers, before purchasing a stripping machine, to look over this their latest improved model, which is also equipped with a double-end stop lever. It is stated that this new machine is superior in many respects to their former Model M.

The Model J Leaf Counting Device is reduced from $60 to $50. The Cigar Wrapper Registers are also reduced—the three plate from $80 to $70, the two plate from $60 to $50 and the one plate from $40 to $30. The Model W Butt Cutting Device is reduced from $20 to $15. The Model K Gum Cleaning Device is now priced at $25.

The Universal Tobacco Machine Company are firm believers in the future prosperity of the cigar manufacturer, and they are glad to be able to pass along these reductions to the trade. They confidently expect to see the manufacturer of cigars come into his own during the year 1922 and feel that every reduction along the line will tend towards enabling him to get back to a normal manufacturing basis. In this way only can the business revival be brought about, and that is what we are all anxious to see.

PULTE-KORRECK ANNOUNCES REDUCTIONS

The Pulte-Korreck Machine Co., of Grand Rapids, Mich., manufacturers of Bunch Breakers, Cigar Packers, etc., announce that effective January 1 the price of the Wolverine Bunch Breaker is reduced $5, and will sell hereafter for $20 instead of $25.

The Model A Cigar Packer is reduced from $7.50 to $5; Model B-1 Cigar Packer for 50 cigars is now $10; Model B-2 Cigar Packer for 100 cigars is now $12; Model C Bundle Packer for 100 cigars is now $16; Model E Round Can Packer for 50 cigars is $35.

The Pulte-Korreck Company will send any of these machines on thirty days' free trial.

Some arrangement is already being made to meet the payment of the promised 50 or 62 per cent. to the growers within the pool, and it has been announced that the Cincinnati banks may be called upon to furnish this needed capital.

The total storage will amount to some 200,000,000 pounds, and it will require about 150 warehouses to house this quantity. The amount of money to meet the first necessary expenditure has been estimated at about $8,000,000. The question of securing this amount of cash is one of no small magnitude, and it means that, unless the heads are careful in the handling of this huge job, there is some chance of the organization's being "broken in the making."

UNIVERSAL HISTORY OF TOBACCO

In England, one of the first devotees of tobacco was Sir Walter Raleigh. One day, his servant found him smoking and, not being familiar with the practice (which was just coming into vogue), thought Sir Walter was afire. Therefore he hastily threw a tankard of ale in his master's face to put out the supposed conflagration.

IN SIR Walter Raleigh's time, labor was cheap, consequently the idea of waste-saving mechanical devices was practical unheard of. Today, the profits of the tobacco industry lie greatly in utilizing stock-saving and labor-saving machinery.

Turn Your Filler Tobacco Stems and Scrap into Profit

From 15% to 25% of your high-cost filler tobacco is practically wasted in the form of stems and scrap. This tobacco loss can be converted into a saving by crushing your filler tobacco on the Model F Universal Stem Crushing Machine.

This machine crushes the stem to the thinness of the leaf, removing the gum moisture and rendering both leaf and stem smokable without in any way affecting the taste, aroma or burning quality of the finished cigar.

As a cigar manufacturer, keenly interested in reducing waste and increasing profits, you will want to know more about this machine.

Full Information on Request. Write Now.

(Patented)

The Model C 3 Wrapper Register

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

ARTABAN

MILD HAVANA CIGARS

MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY

TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA

LA DEMOCRACIA LA AMO

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA EL LIBERAL

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

Tampa Letter

(Continued from Page 10)

firm and his staff to provide for an adequate supply of cigars to fill the ever-growing demand for "Miss Tampa."

George W. Stocking, of Marcelino Perez & Co., who has been recuperating at his Florida farm, will soon take to the road in the interest of his house among the "Tuval" distributors.

Robert H. Patterson, sales representative of Val M. Antuono, the famous manufacturer of "C. H. S.," "Shanna" and "Duke of Belcourt" cigars, is here on a visit to Mr. Antuono, making plans for greatly increased business in 1922.

Almost all the factories affiliated with the Cigar Manufacturers' Association, have resumed work, and the following are shipping heavily to all sections of the country, as is verified by the sales of Tampa identification stamps of the association so far:

E. Regensburg & Sons, Havana-American Company, M. Valle & Co., M. Stachelberg & Co., Salvador Rodriguez, A. Santaella & Co., Cuesta Rey & Co., Celestino Vega & Co., Garcia & Vega, Berriman Bros., Preferred Havana Tobacco Co., Arguelles Lopez & Bro., A. Amo & Co., A. Yanez & Co., Every Day Cigar Co., Ramon Alvarez & Co., San Martin & Leon, Teijeiro & Garcia, F. Cerra & Co., San Luis Cigar Co., Marshall & Selig, V. Guerra Diaz & Co., Celestino Lopez, Hygiene Cigar Co., Morgan Cigar Co., Abana Cigar Co., Thomson & Co., South Florida Cigar Co., Eduardo Gonzalez, Saint Minitol Cigar Co., Sanchez & Haya Co., Demmi Cigar Co., J. M. Martinez Co., M. Bustillo & Co., F. Capitano & Co., Andres Diaz & Co., Y. F. O'Halloran & Son, Fernandez Sobrinos & Co., Fernandez Bros. & Co., Thomas Leon & Bros.

Not a bad showing after all for the beginning of a year.

VERITAS.

MANUS-MULLER CO. SUCCEEDS RAPP-MULLER

Following the return of Hugo Muller from Europe last week, announcement is made of the formation of the Manus-Muller Co., Inc., successor to the Rapp-Muller Co., at 152 Water Street, New York.

In Holland, B. H. Manus is a factor of importance in the commercial world and the leaf industry. Sumatra and Java are wrapper types of the highest importance to the cigar manufacturers of this country, but the source of supply is controlled in Holland.

Hugo Muller, whose rise in the tobacco industry in this country reads like a fairy tale, is everywhere admitted to be a man of unusual ability and is widely known in this country. The magnitude of his transactions in the past few years has astounded the entire industry, and the success which has attended his ventures may be attributed to something amounting to almost genius.

With the Manus connections in Holland and with Hugo Muller in this country, the new corporation is certain to become a highly important factor in the importation of Sumatra and Java.

The officers of the corporation include Hugo Muller, president; Bernard H. Manus, first vice-president; Emile K. Manus, second vice-president; Leo L. Leventritt, treasurer; W. R. Dittmar, secretary.

News From Congress

(Continued from Page 9)

policies, having in view the maintenance of production, the greatest possible use and at the same time the conservation of our agricultural resources, and the more complete co-ordination of our agricultural, manufacturing and general business interests.

"It seems reasonably certain that, as the world comes out of the present period of disorganization, this country may find itself confronting new conditions which may very directly influence both our argicultural and industrial life. We should anticipate such changes and endeavor to prepare for them. It is unthinkable that, with our vast areas, our unparalleled endowment of agricultural resources, our fertility of soil, our vast home market and the great ability and resourcefulness of our farmers, we should accept the status of a distinctly industrial Nation. Our destiny seems to require that we should be a well-rounded Nation, with a high development of both industry and agriculture supplementing one another and prospering together. It must be, and I feel that it is, the national wish and purpose to maintain our agriculture at the highest possible efficiency."

It is not intended that the conference shall be a long-drawn-out affair. Realizing the need for speed in dealing with the situation, the meeting, which will probably be opened by President Harding, will immediately split up into committees, each of which will be entrusted with a different set of problems, and the results of the committees' deliberations will be placed before the conference at a full session a few days later. It is believed that the entire conference will not consume more than a week or ten days.

C. L. L.

HARRY BLUM WEDS

Harry Blum, well-known manufacturer of the "New Natural Bloom" cigar, with headquarters at 122 Second Avenue, New York, was married on January 8, to Miss Eva Liesbon. The honeymoon includes a trip to Havana, Cuba.

SCHULTE SALES INCREASE IN 1921

Sales for the Schulte Retail Stores Corporation for 1921 showed an increase of seventeen and one-half per cent. over the sales of 1920. 1921 sales were $19,975,280 as against $17,008,440. Sales for the month of December, 1921 were $2,129,119 compared with $1,996,096.

ED WODISKA WITH SOL FURGATCH

Edward Wodiska, one of the best known cigar men in the United States, has recently affiliated with S. Furgatch & Co., in the capacity of sales manager, and will in addition cover an extensive territory for the famous "Vega del Rey" and other brands.

BAYUK BROTHERS HOLD ANNUAL DINNER

A most elaborate dinner and entertainment was tendered to the sales forces and executives of Bayuk Brothers, at the Arcadia on the 30th.

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSEKO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

The Bayuk organization works unceasingly to produce cigars that will win and hold the patronage of smokers and build good will for your store.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette Street Phone Franklin 3166

BAYUK
PRODUCT
AN OLD FAVORITE
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
THE CRITERION OF QUALITY 10¢ AND UP
THE SUPREME SHORT SMOKE
THE COUNTRY'S LEADING 10¢ SELLER
BETTER SMOKING 10¢ AND UP

PRINCE HAMLET PHILADELPHIA HAND MADE MAPACUBA
HAVANA RIBBON CHARLES THOMSON

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YOPK

A. YANEZ Y Ca.
TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"
Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

Business Building

(Continued from Page 7)

They think they know it all—and the less they know the harder they so think.

They don't keep their brains polished, their eyes open, or their ears tuned to hear. Perchance they don't know their neighborhood is running down, and they dry up before moving. They buy without deep thought and thus handle goods which are not what are wanted. They don't keep their store looking like prosperity.

And some day it is puff, piff, a little whiff of smoke—good-bye.

If I were the talented advertising manager of a huge factory turning out the matter of a few hundred million cigars annually I would occasionally put on my old suit of clothes, with trousers bagging at the knee and visit the retail dealers of my line.

Not the tony ones particularly, but the little fellers who sold to the common people—for it is the common people, not the aristocrats, whose purchases keep the wheels of factories running.

I would get close to these little retailers, and study their ways.

They would teach me something! Something very valuable to my company.

I would be surprised at the influence they exert on their customers—Tom, George, John and Dick.

I would learn that Tom, George, John and Dick don't read my beautiful advertisements as though they were gospel, and then go and haughtily demand my cigars from their dealer. That 'aint the world. I would learn they read my advertisements, casual like. And if they don't speedily forget, they may mention them, casual like, to their dealer. And if their dealer says my cigars are "fine as silk," and pushes out box—they buy. But if he says: "Y-e-e-s, they m-a-y be good, but I can't guarantee 'em." Why, they up and buy what the dealer guarantees.

The influence of the little dealer is strong, very strong; and I'm inclined to believe that most big advertisers don't advertise to the dealers enough, and don't try hard enough to help him sell their product.

S. M. FRANK & COMPANY IN NEW QUARTERS

The well-known pipe house of S. M. Frank & Co., have recently opened offices at 133 Fifth Avenue. Formerly they were at 930 Broadway. Their new offices offer enlarged facilities for their growing business.

UNITED CIGAR STORES SALES FOR 1921

Sales of the United Cigar Stores for 1921 were $77,852,491 as against $79,628,428 in 1920. Sales for the month of December 1921 were $8,369,932 as against $9,948,555 in 1920.

DR. WILLIAM FREAR DEAD

Dr. William Frear, vice-director of the Pennsylvania Experiment Station, died on January 7. Dr. Frear devoted almost thirty years of his life to the scientific cultivation of tobacco and was intimately known throughout the tobacco-growing sections of Pennsylvania.

What He Stands For

Behold the Indian—the trade mark of The American Tobacco Company.

—He stands guard over production, judging the soil, climate, color and flavor.

—He guards every process of manufacture, O.K.s every brand and package.

—He governs every promise, insures right methods, right quality and right prices.

—He stands right behind you, guaranteeing satisfaction with every product.

Conceived as an idea—He has grown into an ideal.

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century
Two For 15 Cents
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

WHAT TOBACCO GUARANTEE AGENT OF PORTO RICO HAS ACCOMPLISHED

The dawn of the New Year signalizes the conclusion of a five months' administration in the United States of Jose Felix Vazquez, tobacco guarantee agent of Porto Rico by special appointment of the legislature thereof.

This administration of five months has been effectual and constructive; in popularizing the official guarantee stamps which hereafter shall identify and classify all cigars and tobaccos which leave the Island of Porto Rico, with regard to whether they be straight Porto Rican cigars or tobacco, whether they be a mixture of the Porto Rican leaf in a blend with other tobaccos, or whether they be a product of foreign tobaccos entirely.

Since the induction of Jose Felix Vazquez, as official cigar and tobacco agent in the United States for Porto Rico, many eminent officials, professional men and substantial tobacco planters have been persuaded to visit the United States through the good offices of Agent Vazquez, who maintains large offices, with an official staff installed at 126 Maiden Lane, New York City, and there nearly all incoming Porto Ricans make their headquarters. Therefore it will prove worth while for all engaged in the industry who buy, sell, or in any way use Porto Rican leaf or cigars, to get right in touch with Senor Vazquez' headquarters and avail themselves of the opportunity to get first-hand and reliable information concerning everything that appertains to the Porto Rican leaf tobacco market, or the developments of cigar manufacturers on that island, which is reoccupying its rightful place as a producer of quality tobaccos ever so essential in the making of tobacco blends that please the popular fancy.

The Tobacco Guarantee Agency has also recemented relations between seller and buyer of the leaf in the United States, and has played the role of go-between to the mutual satisfaction of all concerned. If the Porto Rican Tobacco Agency has accomplished so much in the first five months of its existence, what may it not do in the year now just beginning?

SOLD ON THE WOODEN CIGAR BOX

Editor, TOBACCO WORLD:

Hartford, Conn., Jan. 4, 1922.

As I was walking up Fifth Avenue in New York last week I was attracted to the show windows of the United Cigar Store in the Flatiron Building. There were ten windows in all, five on the Fifth Avenue side and five on the Broadway side. Nine of the ten were devoted to cigar and tobacco products.

What attracted my attention particularly was the fact that here in one of the finest and most expensive locations in the country, the greatest retail firm in the world was displaying its cigars packed only in wooden cigar boxes.

My thoughts reverted to an advertisement I saw in a recent issue of THE TOBACCO WORLD calling attention to the meritorious points of the wooden box for the packing and display of cigars.

This window display impressed upon me the fact that here was a great big organization doing something with a very definite reason—and the reason must be the superiority of the package.

Right then and there I made up my mind to be particular to purchase my cigars from a wooden box, something I had never given serious thought to before.

Yours truly,
"CHRONIC SMOKER."

75%

The U.S.A. is trying to get back to pre-war price levels.

This means that SEVENTY-FIVE PER CENT of American Smokers are looking for a good five cent cigar, insisting, in fact, that the trade bring back the old time Nickel Smoke.

Between us! Isn't that the reason why those Class A, HAND-MADE, LONG FILLED MANILA cigars are so much in demand to-day?

THEY DO FILL THE BILL

More Manila cigars are being smoked in the U. S. A. than at any other time in the history of the trade.

In many sections certain Manila brands are stabilized, and wholesalers and dealers who have been active in building this trade are winning business and taking profits in spite of adverse general business conditions, which proves that it can be done, and that

THERE'S MONEY IN MANILAS

Manila factories are offering many attractive shapes and sizes to satisfy absolutely the SEVENTY-FIVE PER CENT.

YOU NEED THIS BUSINESS

Bigger and better cigars in Class B and C to satisfy the natural demands of SMOKERS WHO KNOW MANILAS are being offered the American trade in a wide range of sizes and prices.

List of jobbers, importers and manufacturers on application

MANILA AD. AGENCY, (C. A. Bond, Mgr.)
15 William Street New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TILLMAN SEAL:—42,378. For cigars. December 13, 1921. Tillman Cigar Co., Natchez, Miss.

BEN NAI:—42,380. For cigars. November 26, 1921. A. Weiss, Corning, N. Y.

BALKIS:—42,382. For all tobacco products. December 27, 1921. American Litho. Co., New York City.

DUC DE HIERRO:—42,383. For cigars, cigarettes and tobacco. December 5, 1921. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

A. L. RECAS, PANETELAS:—42,384. For cigars, cigarettes and tobacco. December 28, 1921. Chas. Stutz Co., New York City.

MARSE HENRY:—42,387. For cigars. December 23, 1921. C. B. Henschel Mfg. Co., Milwaukee, Wis.

DUKE OF VICTORY:—42,389. For all tobacco products. December 31, 1921. American Litho. Co., New York City.

ADULADOR:—42,390. For all tobacco products. December 28, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

ACULTO:—42,391. For all tobacco products. December 28, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

POSTAL BOND:—42,392. For cigars. December 16, 1921. C. B. Henschel Mfg. Co., Milwaukee, Wis.

OLD HAMPSHIRE:—42,393. For cigars. December 16, 1921. C. B. Henschel Mfg. Co., Milwaukee, Wis.

TRANSFERS

LA FLOR DE FRANCISCO BOLANO Y CA.:—21,695 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered February 20, 1911, by F. Bolano & Co., Chicago, Ill. By various transfers acquired by Joseph Byfield Chicago, Ill., and re-transferred to Pasbach-Voice Litho. Co., Brooklyn, N. Y.

THE RAVEN:—37,643 (Patent Office). For cigars. Registered January 14, 1902, by Samuel L. Johns, McSherrystown, Pa. Transferred to Grommes & Ulrich, Chicago, Ill., April 1, 1901, and re-transferred to Val Roma Cigar Co., Chicago, Ill., December 22, 1921.

LA TREMONA:—22,164 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 7, 1900, by S. M. Rosenthal, Chicago, Ill. Transferred to Metropolitan Cigar Factory, Chicago, Ill., December 14, 1921.

ALICE MAY:—14,505 (Trade-Mark Record). For cigars. Registered February 14, 1895, by O. L. Schwencke, New York City. By various transfers acquired by American Leaf Tobacco Co., Brooklyn, N. Y., December 29, 1921.

ALVAREZ' NEW APPOINTMENT

Abelardo Alvarez has been appointed the authorized representative in Porto Rico for Rosenstadt and Waller, Inc., extensive growers and handlers of leaf tobacco on that island.

DROUGHT IN COMERIO

From Comerio, Porto Rico, come reports to the headquarters of Jose Felix Vazquez, the tobacco guarantee agent, in New York Ctiy, of a severe drought which has forced the suspension of about one-third of the planting, over that fraction of the area planned for cultivation.

The drought has also seriously injured the seedings already sown.

The leaf production in the Comerio section is sure to be quite short because of this adverse climatic setback.

NOVEMBER CIGAR PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1921.

Products	*November, 1920*	*November, 1921*
Cigars (large):		
Class A .....No.	154,273,685	195,534,715
Class B .....No.	192,539,495	158,201,200
Class C .....No.	295,793,200	245,148,492
Class D .....No.	18,147,135	12,398,440
Class E .....No.	7,306,500	3,968,411
Total	668,060,015	615,251,258
Cigars (small) .....No.	57,026,500	52,962,253
Cigarettes (large) ....No.	4,257,910	3,881,326
Cigarettes (small) ....No.	3,529,200,006	4,229,401,957
Snuff, manufactured ..lbs.	1,624,384	3,024,443
Tobacco, manufactured, lbs.	18,525,750	27,747,196

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands.

Tax-paid products from *Porto Rico* for the month of November.

Products	*November, 1920*	*November, 1921*
Cigars (large):		
Class A .....No.	7,829,025	4,066,200
Class B .....No.	709,100	1,002,020
Class C .....No.	4,999,550	7,667,200
Class D .....No.	137,850	328,500
Class E .....No.	200,000	5,100
Total	13,875,525	13,069,020
Cigars (small) .....No.	.....	720,000
Cigarettes (large) ....No.	.....	50,000
Cigarettes (small) .....No.	.....	120,000

Tax-paid products from the *Philippine Islands* for the month of November.

Products	*November, 1920*	*November, 1921*
Cigars (large):		
Class A .....No.	11,473,125	8,103,370
Class B .....No.	4,241,963	861,475
Calss C .....No.	1,835,106	135,344
Class D .....No.	14,000	750
Class E .....No.	2,665	25
Total	17,566,859	9,100,964
Cigarettes (large) ....No.	.....	200
Cigartettes (small) ....No.	192,997	218,890
Tobacco, manufactured, lbs.	225	234

MORRIS NEUMANN OPTIMISTIC

Morris D. Neumann & Co. have opened the new year auspiciously, according to Mr. Neumann, who states that a very satisfactory run of orders have been flowing into their offices since the beginning of the year. Not only is the "Bella Mundo" five-cent cigar in demand, but the trade is showing a most favorable inclination toward the new "El Moriso," a Java-wrapped brand with a full Havana filler.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A VOICE, SECY. & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents for
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
70-72 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

FEBRUARY 1, 1922

VOLUME 42 No. 3

THE TOBACCO WORLD

Now $20 — ANNOUNCING — Now $20

REDUCTION IN PRICE

On

Wolverine Bunch Breakers

Before the war and even before prices had begun their upward trend WOLVERINE BUNCH BREAKERS were sold at $25.

In spite of an abnormal period of constantly increasing costs this price was maintained throughout.

We are now able to reduce our price owing to a reduction in labor and material, and we want to give the benefit of it to the Cigar Manufacturer.

The new price is $20.

Our offer of a 30 DAYS' FREE TRIAL still stands good. This method is being employed to introduce into every cigar factory the economy of WOLVERINE made bunches compared with hand work. Use the WOLVERINE in your test. The results will prove its superiority.

SHIPPED BY PARCELS POST or EXPRESS PREPAID.

SEND FOR ONE TODAY.

USED BY THOUSANDS OF CIGAR MANUFACTURERS WITH COMPLETE SATISFACTION

PULTE-KORRECK MACHINE CO.

Now $20 — GRAND RAPIDS - - MICHIGAN — Now $20

Manufacturers of Wolverine Cigar Packers

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Have a White Owl

Have you seen this new packing of 12 WHITE OWLS in a compact box?

YOU'LL LIKE the convenience of it. Easy to slip into your desk drawer, your pocket, your traveling bag or your brief case. Carries a good supply of America's most popular cigar without danger of breaking.

Ask your dealer about this box of 12 White Owls. If he hasn't yet put them in stock, send us his name and one dollar. We will gladly mail you a box and see that your dealer is supplied.

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

WHITE OWL BRAND
THE CIGARS HEREIN CONTAINED WERE MANUFACTURED TO RETAIL AT MORE THAN 6¢ EACH AND NOT MORE THAN 15¢ EACH AND ARE SO TAX PAID

Handy Box of 12: $1.00

Box of 25: $2.00

3 for 25c

9c for One

SHEIP
&
VANDEGRIFT
INCORPORATED
ASA W. VANDEGRIFT, President
CIGAR BOXES

812-832 N. Lawrence St Philadelphia, Pa.

Dealers CAN NOW GET DILL'S BEST THROUGH ANY REGULAR JOBBER

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

BUY PORTO RICAN TOBACCO
ACCORDING TO CLASSIFICATION
THE GOVERNMENT GUARANTEES ITS ORIGIN
AND AFFIXES A STAMP FOR YOUR PROTECTION

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
· GUARANTEE · STAMP ·
· ESTAMPA · DE · GARANTIA ·
MEDIO CENTAVO
HALF OF ONE CENT

CIGARS:
WHITE—Manufactured in P. R. with tobacco produced in P. R.
BLUE—Manufactured in P. R with Porto Rican and other Tobacco
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO:
WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

GOVERNMENT · OF · PORTO · RICO
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INFORMATION ABOUT GUARANTEE STAMPS AND PORTO RICAN TOBACCO AT

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY
J. F. VAZQUEZ, Agent

126 MAIDEN LANE **Telephone—John 1379** **NEW YORK CITY**

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PHILADELPHIA —— EST. 1850

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WHEN YOU NEED CIGAR MOISTENERS, LID HOLDERS, Price Tickets, Card Holders, Display Stands, etc., write W. C. Roy & Co., 204 East Lemon Street, Lancaster, Pa.

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PACKER FOREMAN—Several years' experience in that line with one of the largest concerns in the country. Can furnish best of references. Address Box , care of "The Tobacco World."

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We recommend the purchase of Tobacco Stocks of responsible and long established companies.

The large tobacco fortunes were made by owning and holding Tobacco Securities.

The following Companies, their dividend payments and income yields at current prices are set forth—

	Approx. Price	Dividend Rate	Yield
American Tobacco Co. ("B")	**130**	**12%**	**9.20%**
American Snuff Co.	**114**	**11**	**9.70**
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Geo. W. Helme Co.	**190**	**10**	**5.30**
Liggett & Myers	**160**	**12**	**7.60**
P. Lorillard Co.	**150**	**12**	**8.00**
Tobacco Products Co.	**65**	**6**	**9.20**
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Correspondence Invited

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Members of the New York Stock Exchange
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We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

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CIGARETTES
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20,000,000 ROBERT EMMETS will be needed this year to fill the demand created by their superior quality

Blended by the Master Blender, Charles J. Spietz

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IT'S NEW

—our method of manufacturing cigar boxes —and so efficient that we are now able to supply your demands for quantities in a very short period of time.

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Manufacturers of

"MISS TAMPA CIGARS"

Deliciously Irresistible

MILD HAVANA CIGARS

25 sizes to select from 10c. up

LA MEGA
Clear Havana Cigar
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LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

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Volume 42

THE TOBACCO WORLD

Number 3

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 1, 1922 Foreign $3.50

EDITORIAL COMMENT

THOSE of the advertising fraternity who keep their ears to the ground say that a dominating factor in the failure of Robert H. Ingersoll & Bro. was lack of attention to the dealer. They advertised all right and created consumer demand. But when they met with increasing competition there was no co-operation or loyalty shown by the dealer. And this was due to the fact that little effort was made to create dealer good will and prestige for their product.

Our good friend, A. E. P., who writes so interestingly for the "Business Building" page is, we note, always pounding away at the manufacturer to get closer to the retail dealer. A. E. P. knows something. Nearly two score years of experience in merchandising and selling have brought him in close contact with the dealer in a variety of fields. He says that permanent success is dependent upon co-operation between the manufacturer and dealer.

To a national advertiser we said the other day: "With your enormous distribution why do you continue to use such a vast amount of space in national magazines?" And the reply was, "We don't dare stop or the consumer demand would immediately decline."

It is our contention that if the proper good will was created with the dealer by the manufacturer that the dealer would create and hold the consumer demand.

We have a theory—and it is only a theory—that if some of the money spent to create consumer demand was spent in the proper education of the dealer that the results would be far more lasting. We do not mean by that missionary men, window displays, etc. We mean the establishment of a course in the merchandising of cigars by lectures and practical demonstrations. Money invested in making the dealer a producer will bring far more lasting results than money spent in creating a temporary consumer demand which *compels* the dealer to stock the brand. He is usually indifferent to its success and offers the cigar only when the brand is asked for.

We anticipate the answer, "It can't be done," or "It would be too expensive in proportion to the results obtained."

There is hardly a cigar factory of any size in Philadelphia that does not have its goods for sale in more stores in this city alone than the "United" has in its entire chain in the whole United States.

With the exception of "Ricoro" we recall no recent national advertising campaign to create consumer demand for any "United" brand. Yet the "United" sells many brands by the millions and millions.

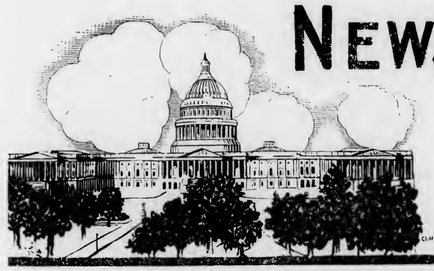
These brands are sold and consumer demand created and held because the men behind their counters are trained merchants. They have clean stores and good-looking windows. These latter requisites can be obtained by any dealer with the expenditure of a little time. If the average dealer was a real merchant he would realize the value of clean stores and up-to-date window and counter display.

There are a number of brands produced in very large quantities that are sold in many parts of this country without a line of consumer advertising. They are selling today because the manufacturers have, from the very beginning, cultivated the dealer and won his good will.

In a great majority of cases the legal mind of the country seems to hold large doubts as regards the ability of the Federal Trade Commission to support their alleged findings. This is not founded on mercenary reasons, so much as it is on law.

While it has successfully upheld their contentions in the cases of the American Hardwood Lumber Manufacturers' Association and the Beech-Nut Company, with a bare majority of the United States Supreme Court judges, nevertheless there are many larger questions still undetermined.

(*Continued on Page 22*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CONTINUANCE of the emergency-tariff rates on wrapper and filler tobacco, in order to keep Sumatra tobacco out of the country and permit the cotton mills of the South to continue the production of shade cloth for the tobacco growers of Connecticut and Florida, is urged in a letter to the senatorial delegations from Georgia and Alabama by Hiram L. Gardner, of Eatonton, Ga.

"The cotton mill industry of the South is intensely interested in the tariff proposed to be placed upon cigar-leaf wrapper tobacco," wrote Mr. Gardner, "because of its effect upon the shade cloth manufacture in this section, and it is extremely important to the cotton mills that Sumatra tobacco be kept out of this country as nearly as possible.

"Fifteen years ago the Cannon Manufacturing Company, of North Carolina, furnished about 2,000,000 yards of shade cloth to Florida growers and about 5,000,000 yards to Connecticut growers. During 1919 the same company shipped about 25,000,000 yards of this cloth, and last season 32,000,000 yards were shipped to Connecticut alone, besides several million yards shipped to Florida. This gives an idea of the growth of the industry and will explain the necessity of protection. Connecticut and Florida are the two States interested in the growth of the tobacco, but every State where cotton is grown is concerned with that phase of the matter. This shade cloth is made up in tents, requiring about 5000 yards an acre. It is estimated by competent authorities that about $2,000,000 worth of this cloth was sold by the mills in the South last year, and as the tents can be used only one year you can readily see what it means to us.

"Two States where this tobacco can be grown can easily supply the entire cigar-leaf wrapper tobacco, if the industry is encouraged, and, of course, the cotton growers will be proportionately helped.

"If you can see your way clear to endorse and support the emergency tariff on wrapper tobacco, which is $2.35 per pound on wrapper and 35 cents on fillers, we will appreciate it, and we believe it much to our interest that this emergency tariff stand. We understand the House committee has recommended $2.10 on wrapper and 45 cents on fillers; but we are sure, from a most diligent study of the question, that it would be best to allow the tariff to be as stated above—$2.35 and 35 cents.

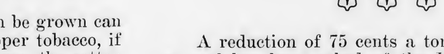
"It has been said, and we believe it to be true, that every bale of Sumatra tobacco that comes into this bacco, and as none of the Sumatra tobacco is re-excountry makes unprofitable an acre of American toported, but all used in this country, we can see no reason why the American smoker should not help the American farmer.

"Of course this Sumatra tobacco is produced by cheap labor under the lowest possible living conditions, and it should, we believe, be prevented from coming into this country and underselling our American product."

Railroads will be directed to issue interchangeable mileage books at just and reasonable rates, under the terms of a bill adopted by the Senate, which will probably be favorably considered by the House when it is called up.

The bill adopted was in the form of a substitute offered by Chairman Cummins of the Senate Committee on Interstate Commerce, for bills offered by Senators Watson, of Indiana, and Robinson, of Arkansas, which would fix the rate on mileage at 2½ cents per mile.

The Cummins bill requires the Interstate Commerce Commission to direct the railroads to issue interchangeable mileage books good for from 1000 to 5000 miles, "at a just and reasonable rate per mile." The commission is also authorized to promulgate regulations surrounding the use of such mileage, prescribing whether it is to be transferrable or not, and, if not, what identification may be required, and setting forth the baggage privileges to which lawful holders of such mileage are entitled.

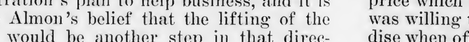


A reduction of 75 cents a ton in the freight rate on coal has been asked of the Interstate Commerce Commission by J. D. A. Morrow, vice-president of the National Coal Association, the first witness to appear for the shippers during the hearing on a general freight rate reduction. Inflated railroad rates on coal, he asserted, must come down if costs to the ultimate consumer are to be substantially lowered, both in coal itself and in products manufactured from coal.

The reduction asked, the witness stated is justified by the lower prices which the carriers are now paying for their own fuel coal and the still lower prices which they will pay after next April, when wage reductions are made at the mines.

"Lower freights on bituminous coal will reduce the cost of coal delivered at factories and thereby tend to lower the production cost and market cost of commodities," said Mr. Morrow. "In this way the consumer would directly benefit. All railroads, also would benefit in the reduced cost of materials, supplies and equipment which they buy."

At the present time, he told the Commission, the average freight per ton is $2.27 as against an average sales price at the mines of $2.13 per ton. Freight rates have advanced from 75 to 200 per cent. and even more since 1914. "The freight charge of $150 or $200 on a car of coal which can be bought at the mines for from $50 to $100," he declared, "shows on its face the disproportion between the transportation cost and the market value of the commodity."



A bill providing for the immediate repeal of the taxes on telegraph, radio and long-distance telephone messages has been introduced in the House of Representatives by Congressman Almon, of Alabama.

The message taxes are all that remain of the transportation taxes, the imposts on freight shipments, express and parcel post matter, personal transportation and Pullman accommodations having been repealed effective January 1. These taxes were repealed as part of the administration's plan to help business, and it is Representative Almon's belief that the lifting of the message taxes would be another step in that direction.

A complete substitute for section 402 of the Fordney tariff bill, and suggestions for meeting the proposals of President Harding for an elastic tariff, of dealing with the depreciated currency evil, unfair competition in importations and discriminations against American foreign commerce, have been presented to the Senate Finance Committee by Senator Smoot, of Utah.

Protests of the importers against the American valuation plan as contained in paragraph 402 of the Fordney bill has resulted in a modification of the program, and the plan now under consideration is to change the basis of levying *ad valorem* duties from the value of comparable or competitive articles to the wholesale value in the American market of the imported article. This plan involves the levying of duties on the value of the imported article in the United States instead of its value in the country of manufacture or production.

The difficulties surrounding the ascertainment of foreign market values will be avoided, it is said, under the operation of the proposed plan, it being declared evident that the wholesale market value of an imported article can be much more readily determined in the United States than in a foreign country.

Treasury experts whose opinion has been sought on the proposed change, say that there are no administrative difficulties in the way of carrying out this program claiming that it has the advantage of levying taxes upon the value of the identical article instead of on an article that is claimed to be comparable. On the other hand, there has been some opposition among American manufacturers to the proposed change, as it is not considered by them as advantageous as the original proposition, but there is general agreement that it is fairer to all concerned.

Senator Smoot's substitute for section 402 of the Fordney bill provides:

"That whenever imported merchandise is subject to an *ad valorem* rate of duty, or to a duty based upon or regulated in any manner by the value thereof, the duty shall be assessed upon the actual market value or wholesale price thereof at the time of exportation in the principal market or markets of the United States, and if there be used for covering or holding imported merchandise, whether dutiable or free of duty, any unusual material, article or form designed for use otherwise than in the *bona fide* transportation of such merchandise to the United States, additional duty shall be levied and collected upon such material, article or form at the rate to which the same would be subjected if separately imported. The words 'value' or 'actual market value' or 'wholesale price,' wherever used in this act or in any law relating to the appraisement of imported merchandise, shall be deemed and held to be the price at which such or similar imported merchandise is freely offered for sale or sold to all purchasers in said markets in the usual wholesale quantities or the price which the seller or owner would have received or was willing to receive or did receive for such merchandise when offered for sale or sold in the ordinary course of trade in the usual wholesale quantities in said markets, including the value of all cartons, cases, crates, boxes, sacks, casks, barrels, hogsheads, bottles, jars, demijohns, carboys and other containers or coverings, whether holding liquids or solids, and all other costs, charges and expenses incident to placing the merchandise in condition, packed ready for shipment to the United States; Provided, That no pretended sale or sales shall be held to establish value, wholesale market value or wholesale price, or prices as in this act provided; and that to constitute any such, having regard to the customs and usages of the trade, there must be a reasonaby extended and continued course of sales or offers for sale in usual wholesale quantities to all purchasers on terms under like conditions."

Another proposal submitted by Senator Smoot would give authority to the President to increase or decrease rates in cases where the duties in the tariff law are too low to afford sufficient protection to American industries and labor, or where they are considered too high to permit imports to come in. The President would be empowered to order investigations to determine differences in conditions of competition in trade of imported articles or similar articles in the United States and competing foreign countries with a view to determining what rates of duty upon imported merchandise will equalize the differences found to exist in favor of foreign producers marketing their products in the United States.

Whenever the President found that duties fixed in the proposed new law did not equalize the differences in conditions of competition he could proclaim changes in the classification or make such increases or decreases in the rates of duty as he determines will prove an offset. The Smoot proposal places a limitation of 50 per cent. upon the movement of the rates up or down.

(*Continued on Page 20*)

PRIVIT CONFIDENSHUL

DEER JIM. When you going to put old Pinkvill on the mapp Jim? A feller cum along the other day selling maps and he wanted to sell us one becaws he sed they was edjucashonal and wood sho you where ennything was and I sed I wanted to see it becaws I wanted to kno where old Pinkvill is on it or I woodent buy no mapp.

So the feller unroled his mapp and shode me Pike citty and a lot of other places but I sed Ide got to have Pinkvill on it becaws thats where I used to liv. Of coarse I diddent want to buy enny mapp ennyway but I just sed that. Well he got mad and sed I invented Pinkvill and there wassent no place by that name. He sed his mapp wassent enny pink mapp and I sed no, that it was a punk mapp and he went off mad.

Don't forget Jim that ennything I hav told you in a letter about our bizness is privit confidenshul. I dont kno as I ever told you enny grate seekrits but I cant remember all Ive sed and the boss lit on Persy today like a brik chimbly falling on him becaws he went and blabbd around what we was going to do. You see the boss was going to get out an advertisement that wood sho a mapp with the rodes into Pike citty from all around and he was going to have it made big and put up in garajes and places to sho toorers the rodes and on the mapp our store would be a big sqware place with the name on it and telling that Heckers was the place for smokes. Well Persy herd about this advertizing skeem and he told sum feller about it and that feller told sum other feller and another cigar man herd about it and he beet us to it and got out a mapp first. His aint a very good mapp and the boss is going to get up his ennyway but heez sore and he found out who leekt that seekrit and what he told Persy was a plenty Ile say

"Persy" he sed—I was lissening in becaws I was rite by the offis dore—he sed "Persy did it ever okur to you that the inside dope about our bizness is good stuf not to tell ennybody about? Heers this feller Johnson; heez beet us to it on our mapp skeem just becaws you coodent keep your mouth shut about it." And then he went on and told Persy sum things about keeping his mouth shut and I notist that when Persy cum out his mouth was shut all rite and he wassent telling enny seekrits.

I gess I never thawt much about that and mebby Ive told sum things I haddent awt to of told but, buleev me, never agen. Ime dum. Bob says the Boss is rite, that weed awt to keep Q T about how we run our bizness and what we do to get more munny and make better proffits and espeshuly about what weer going to do.

Bob says that the fellers in Kongriss wood like to hav a law that youd haf to put on everything how much you paid for it and how much you charje for it and then ennybody wood kno how much they think you make, only you dont make it. Bob says if the fellers in Kongriss make enny such law as that they awt to haf to go in bizness for a while and see how it works becaws he says hardly enny of those fellers is bizness men but mostly pollytishons. I gess it woodent be a bad ideea to hav a law for pollytishons to tell how much muny they make and how they make it, hay Jim?

Ile bet if the Kongriss fellers try to pass enny laws the boss dont like theyll heer from him. He aint one of theez guys that thinks it aint enny of his bizness who make the laws or what kind they make. He knoze who his Kongriss feller is and who is in all the offices up to Washington and whooz guvvyner and all those things and he says if a feller goes to sleep and dont let those fellers kno whats what, theyll all the time be putting sumthing over that he dont like. So he reeds in the tobacko papers all about laws thats going to be or aint and he rites letters and when heez bin dicktaiting one of those letters in privit Sally asks me sumtimes if I diddent heer it sizzling when she rote it down. She says sumtimes theyre so hot they skorch the tiperiter paper where the keez hit it. Of coarse Sallys kidding me but I gess the boss can tell it to em all rite.

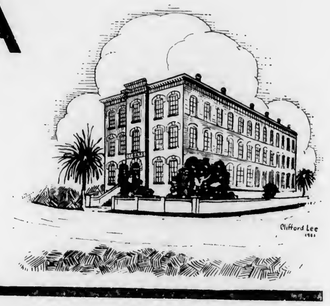
Sally is a grate hand at kidding. Ime sum kidder myself so we get on fine. One thing about Sally, sheez alwys good nachurd. Say I hate theez fokes that cum down to bizness with a grouch and take haf a day to get kind of cheerd up. Suppoze it is kind of rainy when you want the sun to shine. Aint rain a good thing? They used to be a feller in Pinkvill Jim that you remember. Old Jasper Jimson. He was pretty generully souzd and so he was good nachurd and when it was rainy heed say, "Rains a good thing. Rain makes corn gro and corn makes whisky." I gess old Jasper woodent be so chipper now wood he Jim, but I suppoze heez ded.

I notist one thing and that is that if sum of the fellers is pretty sore and grouchy in the morning and

(*Continued on Page 18*)

TAMPA

Tampa Ready for Gasparilla—Grand Opera to be Introduced—Manufacturers Plead for no Increase in Tariff Bill



Tampa, Fla., January 27, 1922.

TAMPA is putting on her holiday attire preparatory to the opening of the South Florida Fair, which will last from February 2 to 11. Among its countless amusements is the famous Gasparilla Carnival and landing pirates followed by brilliant social functions. José Lozano, our genial manufacturer of clear Havana cigars is this year the captain of the crew, and to handle that bunch requires more nerve than to handle a cigarmakers' strike—which is some nerve. This Fair is assuming international importance, and Canada alone will occupy a large building on the ground where an extensive and elaborate exhibit of its products will be shown. The railroads are making special reductions for this occasion, and large crowds are expected to visit Tampa and the Fair.

Another event of no mean interest, is the inauguration of a Grand Opera season in the handsome theatre of the Italian Club, erected in Ybor City, the pioneer site of the cigar industry, on the same ground where years ago the coming of the Grand Opera was heralded by the anything but harmonious voices of myriads of frogs, toads, crickets and alligators. But now it is different; the jazz of the woods is being succeeded by a real opera company, which was organized by Signor Nino Ruisi, gathering together a few imported stars and home-made artists, who sing Grand Opera with the same accuracy and gusto as they roll perfectos. This Grand Opera season consists of a three weeks engagement during which nine operas will be sung. It will commence on the 29th with the beautiful opera of Guiseppe Verdi, "La Forza Del Destino" and will be followed by "Rigoletto," "Barbiere De Siviglia" and others of the Italian repertory. And to think that this wonderful transformation has been made possible by the artistic taste and acumen of humble cigarmakers, is to realize that something more than sturdy muscular power is behind the fame and reputation of Tampa-made cigars; it is to realize that these cigar are made by artists that are able to impress their prowess and skill in any kind of endeavor.

The march of our industry is decidedly in the ascendency; the orders received at the factories are unmistakable indications that the trade is coming into its own. Especially the demand for clear Havanas indicate that a healthy turn towards quality is taking hold in the mind of the general smoker. While frequent inquiries are made for cigars of medium price and quality, specially for 5-cent goods, the main request is for goods of quality and skilful workmanship. It is based on this condition that the manufacturers are contemplating to organize the teaching of cigarmakers systematically, so as to produce enough efficient labor in the near future to cope with the growing demand for finer and better cigars. It would not be strange that the old project of an industrial school for cigar-making may come to a focus; this would be the most practical way to create new skilful labor and to salvage old defectives giving them facilities and opportunity to improve themselves by attending the school.

One of the preoccupations of our manufacturers is the outcome of the Fordney Tariff Bill in regard to an increase in duty on imported Havana tobacco. At a recent meeting of the cigar manufacturers' association, a resolution was passed to follow up the efforts in opposition of that bill, and last Tuesday a telegram was sent to the Hon. Porter J. McCumber, chairman of the Senate Finance Committee, reading as follows:

"The Cigar Manufacturers' Association of Tampa, Florida, respectfully urges your Honorable body to report against raising duty on imported Havana tobacco, as ruinous to our industry and city.

Signed,

L. TORRES,
President.
A. RAMIREZ,
Secretary."

It is to be hoped that the claims of our manufacturers are heeded; the cigar industry is already overburdened with taxes, and to increase them would be equivalent as to kill the goose that lay the golden eggs.

In making the rounds of the factories, it was found that E. W. Marlin, representative of V. Guerra, Diaz & Co., left for the Middle West last Tuesday to call on their trade and close some deals claiming his presence.

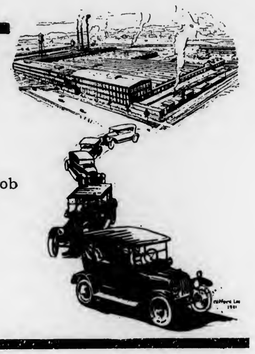
George F. Reed, representing Ramon Alvarez & Co., with headquarters at Memphis, Tenn., will cover the South and Middle States in the interest of his firm.

S. C. Reiney, salesman of Salvador Rico Company, Inc., is traveling in South Carolina and Virginia with flattering success, opening new accounts for "Usa-Cuba" and "Rico," leading brands of the house which is working in full force.

Salvador Rodriguez and wife have gone to Havana and will remain there for a few weeks. Mr. Rodriguez is taking care of his supply of tobacco personally to keep his factory going, where the demand for "Charles the Great" never ceases: there a large force is at work, but upon the return of Mr. Rodriguez they will be compelled to work at full capacity to catch up with the accumulation of orders.

(*Continued on Page 18*)

DETROIT



Worth Cigar Company New Cigar Jobbing House—Bob Eilis Becomes Director of Bernard Schwartz Corporation—Independent Cigar Dealers' Association Holds Enthusiastic Banquet and Rally

Detroit, Mich., January 27, 1922.

DETROIT merchants are experiencing the usual dull season, and the month of January has been devoted to stock reductions, inventories and a general housecleaning; consequently they are buying with care and precaution for the month. Local jobbers report business as quiet, but, nevertheless they are making arrangements for an early revival of business and are preparing to replenish their stocks with optimistic views for a very busy and prosperous year. Detroit cigar manufacturers are running on full time and working to capacity.

The Worth Cigar Company is to start business on February 15, at 2315 Russell Street, to do an exclusive jobbing business in cigars. The feature line will be "Las Vegas" (F. Vega & Co.), made in six popular sizes, ten cents to three for fifty cents. "Las Vegas" cigars, which are Java wrapped and clear Havana filler, have proven a winner wherever placed and have met with rapid response from the trade in all localities, who have pronounced "Las Vegas" a cigar of distinction.

Another line to be placed on the market by the Worth Cigar Company, is "John Hull" cigars, Sumatra wrapped, long filler, in a large perfecto shape to retail at 8 cents, two for 15 cents.

The growth and success of the Worth Cigar Company, which has unlimited capital at their demand, is predicted. Young blood in the tobacco industry will place the name of the Worth Cigar Company in prominence. At a later date the names of the officers and directors of the new company will be announced.

Robert I. Ellis, better known as "Bob," has resigned as representative for Sanchez & Haya, Tampa, Fla., and is now associated with the Bernard Schwartz Cigar Corporation, manufacturers of "R. G. Dun" cigars. "Bob" has been made general sales manager for the entire United States, also elected on the board of directors of the corporation and made a member of the firm. Service, quality and good merchandise is the motto of Sales Manager "Bob," and the name "R. G. Dun" will be placed on the map from Maine to California, by this well known "knight of the grip."

The many friends of "Bob" will be glad to hear of his rise to fame in the cigar industry and his success is predicted with the "R. G. Dun" factory. We, one and all, extend to "Bob" our congratulations and best wishes for success with his new line.

George Meigs (A. Amo & Co.), "La Democracia" cigars, has returned to Detroit after a ten days stay in Tampa looking over conditions at the factory and getting his 1922 sample line ready.

George H. Stone has resigned from the sales force of J. L. Marcero & Co., and on February 15th, will promote the sale of the "Las Vegas" cigar for the Worth Cigar Company, of which he will be identified as a member of the firm.

D. F. McVey (Stephano Bros.), "Rameses" cigarettes, is introducing a new one to Detroit smokers, "Stephano's Format Round." This is a very attractive package and retails twenty for 35 cents, rich and mild in aroma, and are made from a selection of the best tobaccos grown in the provinces of eastern Macedonia and western Thrace. Mac has this new one displayed on the counters of several of the best downtown stores.

The Detroit Independent Cigar Dealers' Association held their "get together meeting" and banquet at the Board of Commerce Building, on Thursday, January 19. Owing to the diligent and untiring work of their secretary, John F. Kennedy, the attendance was large and many new members signed the dotted line. Before the business meeting a very sumptious banquet was served, which the members and guests greatly enjoyed.

The meeting was called to order by President R. E. Watkins, who presided admirably with an opening address of welcome to the members and their guests, urging increased membership and attendance, hearty co-operation among their members with the brotherly love feeling to exist in their business. President Watkins also acted as toastmaster, exhibiting a wonderful line of oratory and humor, which made the boys feel at home.

The guest of honor for the evening was F. C. O'Meara, who gave a very interesting talk on organization and business efficiency, politeness, honest service to your customers, as well as honest goods at honest prices; the pull together method and co-operation with one another to the best business principals, in serving your customers to the highest standard.

R. T. Lakey, Secretary of the Detroit Retail Druggist Association, spoke on the progress and good their association was doing for its members and the close friendship that exists in their organization.

Anthony F. Gies, Secretary of the Detroit Confectionery Association, addressed the meeting on the "get together" and "stick together" policy of their organization and the good that had been gained by its members by "pulling together" for the betterment of their business.

Herman Lieberman, Vice-president D. I. C. Dealers' Association, spoke on merchandizing, giving your customers service and full value for their dollars, with a living profit to the retailer.

Bert Johnson gave a talk on the business of yesterday, today and the future, and the need of an organization to bring the cigar dealers together on a more friendly basis of co-operation.

Herbert M. Earl spoke on the evil of price-cutting, the dissatisfaction and unrest in the minds of the customers regarding the various and sundry prices existing at the present time.

Fred Cooper, formerly of the old Pontchartrain Hotel, and who now conducts the cigar stand at the Normandie Hotel, gave a talk on his business and the methods used to bring the business to his stand.

Chauncy Damon said he was not much of a speaker, (but he would fight any man in the crowd), gave a little talk on retail trade and the need of co-operation and organization on the part of the retailers.

Moss Collins, (Collins Bros.), stood up for inspection, but refused to address the gathering owing to a deep cold. Moss and his brother Harry should be called the "Daddies" of the present organization, as it was through their efforts that the present association was revived.

The Detroit Independent Cigar Dealers' Association is in its infancy, but with the present board of directors and officers, who are successful business men, the organization will soon be the largest in the country and it behooves every cigar dealer to become an active member; so Mr. Retailer, if you have not already joined, send in your subscription today, to John F. Kennedy, Secretary, 1551 Wodward Avenue, and boost for the association.

The Recreation Building Cigar Store (Shelby and Lafayette) have a most attractive window display on "Webster" cigars and a line up in the case showing all sizes of this popular brand. Miss Nelson informs me that "Webster" cigars are a great favorite with her customers and are going over the top big.

Harry Bump, (J. L. Marcero & Co.), is on an extended trip east, to New York, Philadelphia and Boston, in the interest of his various brands of cigars, which are manufactured in the East.

H. C. Curry, assistant general manager of the General Cigar Company, has been with us for a week looking over trade conditions on "Robt. Burns," "Van Dyke" and "Little Bobbie's." H. C. was accompanied by Fred Child, local sales manager, in making the rounds, and you can bet Fred had him in every place where "Good Cigars" are sold.

Charles Oakley Smith, (M. Melachrino & Co.), is the new Melachrino cigarette man for Michigan, and from reports he is "some boy"; I haven't had the pleasure of meeting Charles as yet, but, ere long I will, as I understand he is a "Lantern Salesman" and does a lot of night work.

J. A. Loughran, the Murphy Building cigarist, reports a good business at his stand at 155 W. Congress Street. J. A. is one of the optimistic cigar dealers and says he is looking forward to a general business revival in the early spring. At his stands all the popular brands of cigars are much in evidence, *viz.*, "El Producto," "La Palina," "Robt. Emmet," "La Preferencia," "El Roi-Tan," "Prince Hamlet," "Webster," and numerous other brands worthy of mention.

Harry Friedlander, formerly of G. W. Faber, Inc., Chicago, has signed up with F. Vega & Co., of Detroit, and in the future Harry will be known as the "Las Vegas" ambassador for the city of Chicago. Harry informs me that "Las Vegas" are well entrenched in the hearts of the Windy City smokers, and that the brand is going over big and repeating in sale wherever placed.

H. S. Fuller, "Garcia Grande" cigars, is doing some effective work on his brand and many attractive window displays are much in evidence in the downtown section of the city.

R. E. ("Doc") Watkins, (Watkins Cigar Stores Co.), has left for an extended trip to New York and Philadelphia on business and pleasure combined. Mrs. Watkins is also making the trip with him.

Herman Lieberman, manager of the Central Cigar Company, has returned from a business, as well as a pleasure trip, in New York, Philadelphia and Boston. Herman says the places he visited were fine and that he had a great time, but, Detroit is the queen of them all.

Victor Thorsch, (Consolidated Cigar Corp.), was a recent visitor to Detroit, looking over the conditions and distribution of his pet brand, "Dutch Masters." Victor tells me he is well pleased over the present outlook and says this year will be the banner one on "Dutch Masters." J. L. Marcero & Co., are the Detroit distributors.

Herman Goldsmith, (Samuel Gordon Co.), pipes, smokers' articles and novelties, is in the city calling on the retailers. Herman is an old-timer in the pipe business, having spent twenty-two years of his young life with the Metropolitan Tobacco Company, New York City.

E. H. Briody, (Kraus & Co., Inc.), "In-Be-Tween" and "La Teresa" cigars, is with us again and working hard lining up the trade on his brands. E. H. says, "In-Be-Tween" are going bigger than ever, all over the country.

Detroit's twenty-first automobile show is drawing record-breaking crowds, the toal attendance up to the opening of the doors Friday morning was 77,065. The dealers report the greatert number of sales ever made in a single day on Thursday, which was Detroit Day. According to this report, this coincides with the business boom which was predicted for the spring of 1922.

Don't forget, to keep posted on news regarding the tobacco industry and send in your subscription for THE TOBACCO WORLD.

Yours,

Mike of Detroit

BRUNHOFF IN NEW HOME

The demands of business have been so great that the Brunhoff Manufacturing Company, of Cincinnati, O., have recently completed and are now occupying a new factory which gives them much greater production facilities. As soon as they catch up with orders, delayed on account of moving, the Brunhoff Company will be in a position to take care of considerable increased business. The new factory gives them 60,000 square feet of floor space.

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

I LIKE to trade at a store where there is an unobtrusive atmosphere of welcome; where the clerk has made himself familiar with the kind of goods I like and reaches for them before I speak.

A store that has such a handsome, bright and prosperous looking appearance on the outside I enter with head erect, secretly hoping my friends will see me dealing at such a desirable looking place.

A store whose show windows are pleasingly and attractively dressed with goods of quality smiling brightly at me.

A store which is as pleasing inside as it is attractive outside; which is clean as a pin, neat as an old maid's bureau, artistic as such things can be and which has a homelike atmosphere.

A store which thinks enough of my trade to send me a little circular greeting from time to time, giving me the honor of invitations to call.

A store whose proprietor and clerk are so well groomed, so gentlemanly, so self-respecting that it is a pleasure to me to speak to them with friendly cordiality when I meet them on the street.

A famous manufacturer failed the other day. The liabilities were three million; the assets two million. They made watches, Ingersoll Watches.

The trade-mark and good will of the company are not included in the above figures. A business journal states that the trade-mark and prestige of the firm are of "immense value," and will be used as a foundation plank on which to erect another business to supplant the old one.

Prestige is a strange and subtle thing. You can't see it, or feel it or weigh or measure it. It seems like a summer zephyr which you could blow away with your breath. But it is firm as iron, substantial as granite, as long-lived as a nine-century oak.

And it is worth money—yea, often fabulous sums.

You can build it in your town and your locality—build it around your name or around the name of your store.

You can give your business a character, and then make known this character to your little world. This is prestige. And it is just as valuable to you in a money way as the prestige of a great manufactory is to its owners.

It takes time to build prestige, and business rules, and character. It calls for sacrifice and an occasional loss. But it is worth all these, and when it is once established the business flows to a place of prestige as easily and naturally as the water in a little brook flows from its source to its mouth.

I met a clerk in a cigar store the other day, and he was telling how he "struck" the boss for a raise of wage.

"And did you get it?" I asked with interest.

"No," said he with a sober face, but I believe I got something which is better than a raise, though it was like swallowing a sugar-coated pill with the coating washed off.

"Instead of a raise the boss gave me a line of business talk, and he pointed it straight at the bull's eye. He said he had warned me several times the past two years that if I wanted to get ahead in the world it would be necessary to acquire a technical training. That clerking in a cigar store, when done first class, wasn't merely handing out a box of cigars and taking in the money.

"It consisted in knowing the goods, from the planting to the using, and all the way between. It consisted of the great art of knowing human nature and influencing people to have confidence in the store, the goods, the prices, the proprietor and the clerk. Of developing the artistic talent so the store would be so trimmed, arranged and decorated that it would please folks to enter it. Of dressing the show window so it would not only please, but sell. These and a score of other things.

"At first I will confess that I had a temperature under the shirt band, but the more I think on what the boss said the more I perceive how far I came from measuring up to a first-class clerk, and I entered a little quiet resolution that I would drop the question of a raise for the present and see what I could do towards making a first-class clerk of myself."

Here is a large department store in New York. It is high grade, aristocratic on one of the fashionable avenues. Macy's. You've heard of it.

Of course they want first-class clerks, and get them. But they don't stop there. They establish schools to render them proficient in the great art of selling.

They also take the brightest students of their schools, the most efficient, most capable, most reliable, most ambitious, and enroll them in their high school to teach them to become executives.

Here the training is wider, broader, more comprehensive, and the higher qualities of the students are developed.

Let us ponder on this, perhaps for your good. You are the owner of your store. You are its executive, and also its chief clerk.

A small business is identically the same as a large. It is exceedingly complicated; it is intricate

(*Continued on Page 16*)

75%

The U.S.A. is trying to get back to pre-war price levels.

This means that SEVENTY-FIVE PER CENT of American Smokers are looking for a good five cent cigar, insisting, in fact, that the trade bring back the old time Nickel Smoke.

Between us! Isn't that the reason why those Class A, HAND-MADE, LONG FILLED MANILA cigars are so much in demand to-day?

THEY DO FILL THE BILL

More Manila cigars are being smoked in the U. S. A. than at any other time in the history of the trade.

In many sections certain Manila brands are stabilized, and wholesalers and dealers who have been active in building this trade are winning business and taking profits in spite of adverse general business conditions, which proves that it can be done, and that

THERE'S MONEY IN MANILAS

Manila factories are offering many attractive shapes and sizes to satisfy absolutely the SEVENTY-FIVE PER CENT.

YOU NEED THIS BUSINESS

Bigger and better cigars in Class B and C to satisfy the natural demands of SMOKERS WHO KNOW MANILAS are being offered the American trade in a wide range of sizes and prices.

List of jobbers, importers and manufacturers on application

MANILA AD. AGENCY, (C. A. Bond, Mgr.)

15 William Street New York

Philadelphia News

Henry Ottenberg who represents a number of Manila brands was a recent visitor.

Charles Bond, tobacco agent of the Philippine Government, visited the local trade recently in the interests of Manila cigars.

Willis Andruss, sales manager of the Congress Cigar Company, is now in the West boosting the sales of the popular "La Palina" brand.

Tom Gray, now selling the famous "Tadema" brand made in Tampa by Arguelles, Lopez & Bro., has been among the recent trade visitors.

Fred Derizanz, representing F. Derizanz & Co., of San Juan, P. R., dealers in leaf tobacco, stopped off to visit the local trade while en route from Tampa to New York.

Among the recent visitors to the Quaker City was Heinrich Mueller, president of the La Prueba Cigar Factory, Manila, P. I. Mr. Mueller is enthusiastic over the outlook for his factory's brands.

Ed Wodiska, veteran cigar man, called on the trade last week introducing his new line. Mr. Wodiska now represents S. Furgatch y Ca., of New York, manufacturers of "Vega del Rey" and other well-known brands.

W. T. Marshall, factory representative of the Speitz Cigar Company, is devoting a few weeks to the distribution of "Robert Emmet" cigars in conjunction with Dusel, Goodloe & Co., the local jobbers.

"TEDELLO" IS NEW COMPANY'S BRAND

The Delphia Cigar Co. has recently begun operations at 30 Bank Street, and will manufacture the "Tedello" brand. This will have a shadegrown wrapper and full Havana filler.

Joseph W. Levy, a widely known salesman in the cigar trade is president of the firm, while Irving Loeb, who is the manufacturing expert, is vice-president.

MADE IN PHILADELPHIA FOR 'DELLA CASA'

The El Predomino Cigar Company, of Chicago, Ill., has completed arrangements to open their factory in Philadelphia and L. M. Cohn is expected here next week to start operations.

The leading brand to be manufactured will be "Della Casa," a shadegrown wrapped cigar.

HARRY A. GRAMMES DEAD

Harry A. Grammes, executive head of L. F. Grammes & Sons, Allentown, Pa., died suddenly on the 17th, of acute dilation of the heart. Mr. Grammes was known throughout the cigar and cigar box manufacturing industries, as his firm was a large manufacturer of equipment for these industries.

Mr. Grammes is survived by a widow and six children. In addition his mother, one sister and three brothers survive him.

Miami Valley News

ALL is quiet along the proverbial tobacco Potomac throughout the Miami Valley. There is no tobacco being bought and so far as can be ascertained there is to be none bought for a long time to come. Mr. Winter's warehouse has shut down, and the Vetterlein warehouse, operated by Orion Foutz, will lay off most of its employes indefinitely within the next few days.

The valuations of new (1921) tobacco ranged as follows in a recent sale in Cincinnati: Green or mixed trash, $6@10; sound trash, $10@14; common lugs, $10@20; medium lugs, $14@25; good lugs, $18@30; short leaf, $15@25; common leaf, $25@28; medium leaf, $20@35; good leaf, $25@45; fancy and selections including cigarette wrappers, $30@59 per cwt.

The Burley Tobacco Growers' Association has announced that it will soon start receiving the tobacco pledged by the 53,000 growers. Ample financing has been procured, it is said, to handle the 190 or 200 millions of pounds of tobacco valued at about $60,000,000. It is conceded that if the men in charge succeed in handling this big proposition—and that without capital of their own—they will have accomplished one of the great feats of modern business. The situation in that district is tense, the whole future of the section apparently hinging on the tobacco deal.

Business Building

(Continued from Page 14)

and difficult; it requires a high development of a number of rare, fine and valuable qualities.

When one man performs the work of three highly trained and highly efficient people as you are doing he is "some man." Therefore I bow to you with respect, because of your many valuable abilities. I also take the liberty of advising you to consciously and persistently cultivate your abilities to the highest possible point, same as Macy does to his clerks.

Say, this art of talking! Did you ever consider that it is just as valuable as a factory? That if you will acquire it to perfection it will draw people to your store until you are doing such a business as you never dreamed of?

Did you?

It will.

Man is a social creature, and he gives expression to his sociability through talk. He would rather hear good talking than the best of music, than to see a thrilling movie, than partake of a luxurious banquet.

Be a good talker, but let me assure you it embraces an art, a wonderful art. Yet it can be acquired, and you can learn it.

One of its most essential features is to be a good listener. Learn the art of ascertaining what each man likes to talk about; learn the art of naturally getting him started on his subject; learn the art of listening as though you are wonderfully interested—of nodding the head, of interjecting an occasional remark, of asking questions.

These are the first and primary factors. If you will master them you will find yourself well on the road to being a successful talker.

What He Stands For

Behold the Indian—the trade mark of The American Tobacco Company.

—He stands guard over production, judging the soil, climate, color and flavor.

—He guards every process of manufacture, O.K.s every brand and package.

—He governs every promise, insures right methods, right quality and right prices.

—He stands right behind you, guaranteeing satisfaction with every product.

Conceived as an idea—He has grown into an ideal.

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York

Tampa Letter

(*Continued from Page 11*)

H. S. Foley, of F. Lozano Son & Co., is expected home next week on his return from an extended visit to the trade, and judging by the news already received at the office his success bids fair to keep every body busy at the factory for a long time.

Harry Moulsdale and his staff, of the sales department of Sanchez & Haya have taken to the road, and orders for that aristocrat of the Havana brands "Ignacio Haya" are coming in an uninterrupting stream. Mr. Moulsdale is at present traveling through the South and East, and with the supply of choice tobacco on hand, the customers of old reliable factory No. 1 will not be disappointed for lack of service.

At Marcelino Perez & Co., Mr. Stocking has been in conference with the members of the firm perfecting plans for the next campaign; he left for the North in preparation for his tour of the Middle West, with headquarters at Chicago. Manuel Perez will leave Sunday for New York to attend to the business of the office, and the result of his visit and conferences have been to infuse the most decided optimism among the family of the house of "Tuval."

The Cigar Manufacturers' Association will meet tonight to adopt finally the basis of nivellation of prices that has been under study for some time, and to set the date of election for delegates to the convention of cigarmakers, where their representatives to the representative body of the nivellation will be elected. This is a measure that will bring manufacturers and workers together and may mark the starting point for a cordial understanding in the future, where differences will be settled in a friendly spirit for the good of all.

VERITAS.

HENRY KRAUS DIES IN BALTIMORE

Following a long illness, Henry Kraus, head of the firm of Kraus & Company, Baltimore, Md., widely known cigar manufacturers of Baltimore, Md., died at his home in that city, on January 27th.

The deceased was sixty-seven years old. He had been in the cigar business practically all his life and has been identified with the establishment he headed for more than thirty years. Mr. Kraus was a member of the Elks, Phoenix and Suburban Clubs.

In addition to his widow, Mrs. Henrietta Kraus, he leaves one son, William, and three daughters, Mrs. Fred Weis, Misses Elsie and Beatrice Kraus.

J. FRED DEARSTYNE DEAD

J. Fred Dearstyne, secretary of the Dearstyne Brothers Tobacco Company, of Abany, N. Y., died recently of paralysis. He had been ill for some time and had not been active in business until a few months ago, when his improved condition led him to believe he could resume his duties. He is survived by a widow, one son and one daughter. Four brothers also survive.

B. Wasserman & Company, of New York, have taken on the "Medalist" cigar, manufactured by E. A. Kline & Company, for distribution.

KEYSTONE ASSOCIATION MEETS

In the face of the first real blizzard of the winter with trains running hours late, twenty-one members of the Keystone Tobacco Merchants' Association traveled anywhere from ten to one hundred and fifty miles to attend the first regular meeting for 1922 of the Association, held at the Manufacturers' Club, Milton, Pa., in the afternoon of Wednesday, January 11. Surely this shows real spirit and nothing but success can come to those who put forth such efforts.

The Keystone Association is composed of about twenty-four members and grew out of the National Tobacco Merchants' Association which held their meeting in Washington. All working for and against the propaganda directed against our business.

It is surprising what can be accomplished by co-operating; in other words, the old-fashioned idea that because you, for instance, were in the same business as myself implied that you were an enemy, is obsolete. Therefore, co-operation has more to do with good business than competition.

It was just a matter of making up our minds to start and now that the start has been made it is easy, and so long as we are all playing a fair and square game and treating the "other fellow" as we would have him treat us, there is no reason why we should not be a success,—never with a thought of profiteering, and remembering at all times that there is sentiment in business and that your competitor is entitled to just as much as you are in proportion.

One of the needs of the hour is to get and keep the cigar, tobacco and cigarette business upon a higher plane, and our meeting frequently has resulted in much good towards that end. Jobbers instead of passing judgment on each other have come to fraternize with one another, and plan ways to render better service to the trade.

ZINC LINED HUMIDORS REDUCED

The E. B. Leaf Company, 50 Church Street, New York, announce a reduction to the original price of their U. S. Government zinc-lined storage or humidor cases. The cigar manufacturing industry has found these cases to meet their requirements and a great number of them have already been placed with the trade.

A. V. JOCKEL JOINS SWISHER FORCES

Anthony V. Jockel, widely known throughout the cigar trade and for the past year connected with the Patterson Cigar Company, of Birmingham, Ala., has joined the sales forces of John H. Swisher & Sons and will represent them in Oklahoma and Texas territory.

Tom Connor, representing Teijeiro & Garcia, cigar manufacturers of New York and Tampa, left last week for a trip to the West, where he will give added distribution to the "R. & T." clear Havana cigar.

The National Cigar and Tobacco Company, of Memphis, Tenn., has recently acquired the distribution of "Topic" cigars, made by Bobrow Brothers, of Philadelphia, Pa.

Frank Diaz, of V. Guerra, Diaz & Co., Tampa, Fla., is in Havana on the lookout for some fine leaf for his famous "La Mega" brand.

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide.

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

C. H. S.
SHANNA
DUKE of BELCOURT

are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".

VAL M. ANTUONO

TAMPA, - - - FLA.

A New WDC Offering

It is no secret that more men are smoking fine pipes. W D C Milano "Extra" Selected Italian Briar Pipes are today being stocked by progressive jobbers and retailers.

Milano Extra Combination No. 30303

consists of one piece each of six popular shapes of Milano "Extra" Selected Italian Briar Pipes, on a white plush board, in a glass-covered counter display case, and one piece of each number packed separately, making a total of one dozen pipes in this combination.

The bowls are made of superfine selection of the finest quality Italian Briar Root and are guaranteed against cracking or burning through. They are flush mounted with highest quality solid vulcanite bits, and are fitted with sanitary aluminum removable "Katch-All" tubes. Each pipe is packed in a cloth bag and in an individual box.

MR. JOBBER:—The Milano is a fine line that offers you a legitimate profit. Write for a sample of No. 30303 Combination. We'll gladly give you the benefit of a sales plan that will increase your sale of fine goods at a minimum investment.

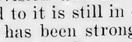
MR. RETAILER:—If you are unable to buy the Milano from your local jobber, write us for the name of a progressive distributor now handling this nationally famous line.

WM. DEMUTH & CO.
NEW YORK
The World's Largest Makers of Fine Pipes

News From Congress

(*Continued from Page 9*)

There is some question among experts as to the wisdom of this provision and the final action of the committee in regard to it is still in doubt. It is stated that the committee has been strongly impressed with evidence presented showing the exceptionally low prices at which goods can be produced in some of the foreign countries, and recognizes that the scale of rates in the tariff act would not on the whole be sufficient to meet these exceptional cases. They have, therefore, been willing to give careful consideration to the suggestion that the President shall be empowered, after due investigation, to levy increased or decreased duties within the limits prescribed by Congress.



A tax on bank checks and negotiable instruments or an increase in the letter postage rate from two to three cents, if adopted by Congress as a means of raising revenue with which to pay the soldiers' bonus, would not be opposed by the Treasury Department, which in effect recommended a check tax and increased postage some months ago, as a means of making up the revenue to be lost by the repeal of the excess profits tax.

The department is still opposed to a bonus bill, and in a letter to Representative Fordney, chairman of the House Ways and Means Committee, Secretary Mellon points out that the financial condition of the Government is such to necessitate the inclusion, in any bonus measure, or provision for raising the necessary funds by additional taxation. No recommendations are made for raising the money, but the committee has before it three possible ways—the check tax, increased postage and a tax on gasoline.

Business generally is opposed both to a tax on checks and to an increase in the postage rate, especially as, in connection with the latter, it has been suggested that the increased rates might also be extended to parcel post packages. The parcel post service, it is pointed out, is not a self-supporting branch of the Post Office Department. The department for some time has had under consideration an increase in the rates as a means of putting this service on a self-supporting basis, and it is probable that if an increase in letter postage rates is authorized advantage will be taken of the opportunity to increase the parcel post rates also.

The proposal now before the committee calls for a stamp tax, probably of two cents on every check drawn against a checking account in a bank, regardless of the amount of the check. It is understood that it has been suggested that a much larger revenue would be derived from a tax based upon the amount of the check, but it is feared that such a tax would seriously discourage big operations and it is probable that if any stamp tax is adopted, it will be at the flat rate.

STEINERS LEAVE ON SOUTHERN TRIP

Henry and Isador Steiner, of William Steiner Sons & Co., left New York recently en route to Florida with Tampa as their objective. Henry Steiner represents the lithographic interests while Isador Steiner is traveling on behalf of the International Banding Machine Company.

A. GONZALEZ FONT SAILS HOME ON STEAMSHIP "SAN LORENZO"

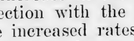
Abelardo Gonzalez Font, assistant treasurer of the territory of Porto Rico, who has been combining business with pleasure in a protracted visit to the United States of more than a month's duration, sailed for San Juan, Porto Rico, Saturday last on the "San Lorenzo."

Sr. Font was escorted to the pier by J. F. Vazquez, by special appointment of the Porto Rican Legislature, the official tobacco and cigar guarantee agent in the United States; also by Jose M. Matienzo, and George H. Mills of the Millsco Agency, publicity representatives in this country for the Porto Rican Government.

The work of rendering the trade at large familiar with the official tobacco and cigar guarantee stamps, as issued by the Porto Rican Government, is going progressively on in this country, under the personal supervision of J. F. Vazquez, who with his staff of office assistants and tobacco experts, has headquarters at 126 Maiden Lane, New York City.

These identification and classification stamps will permit a cigar or tobacco handler to detect at a glance whether he is dealing in a straight Porto Rican product or a mixed commodity, whereby Porto Rican leaf has been blended with other tobaccos, or whether he is passing upon a shipment of leaf or cigars from Porto Rico that is entirely a foreign product to the Porto Rican soil, though transmitted there for resale or for cigar manufacture.

Such means of positive identification offered by these official stamps are bound to become more and more valuable as the propaganda of education and instruction goes on through the leading tobacco trade publications of the entire country, all of which have done real service in bringing the new Porto Rican stamp regulations before the trade's eye in a manner that should prove lasting and leave no progressive cigar manufacturer shorn of that knowledge to guide him in the future purchases of leaf incoming to the United States from the Island of Porto Rico.



F. B. PATTERSON OPTIMISTIC

Says Frederick B. Patterson, president of the National Cash Register Co.: "The National Cash Register Company made satisfactory progress during 1921. It gave steady employment to more than 5000 men and women in Dayton, and as many more in the selling and making fields throughout the world.

"Compared with 1920, its working force was slightly reduced. This was done in the interest of efficiency, however, and not to reduce the output of the factory. In fact, more cash registers were built during the year than were constructed in 1920, which was the biggest year in the history of the company.

"Three things contributed to the success of its business in 1921. They were the redoubling of efforts for efficiency in the factory and selling force, the demand of business men everywhere for a machine that would enable them to control their business, and a campaign of national advertising.

"Business conditions will gradually improve throughout 1922. There is every reason for conservative optimism. Unquestionably the low mark in the industrial depression is past, and from now on there will be decided improvement."

The Store Kid

(*Continued from Page 10*)

one feller cums in with a grin and jokes a little the rest get limberd up pretty soon. If Chick and Polo are cross, then Bob mebby has to kid em out of it and after theyve all joked sum theyre all right.

I gess it pays to hav a good nachurd store becaws Ive notist that when sumbody cums along and wants sumthing, if youre good nachurd with em they dont hurry away so qwick and they buy sum other things and they look around and vizzit a littel. They beet it if youre cross. I kno I dont want to stick around enny store where the clerk looks like he wisht Ide dide before I ever cum in there and bothered him. I want him to grin and ackt as if he was glad I cum.

I dont buleev even Sally wood make enny grate hit with me if she was one of theez sollum dames that looks as if theyd just et a pickel, but if she was that way she woodent be Sally, so I aint worrying enny.

The bosses wife, Missis Dazie Hecker, you kno Jim, sheez kind of helping me and Sally a littel, or me tenny rate. I gess Sally dont need enny help. Girls dont generully becaws if theyre like Sally they can get most enny feller they want eeting out of their hand in a little while. But the bosses wife had me cum to her hous and sent me and Sally to the mooveys and afterwards we cum back there and got sum ice creem and that was sum evening. I hope she invites me agen.

Youd awt to get a girl like Sally Jim. Sum dame He tell the world.

Rite soon old dope hound.

Yours till we meet agen,

Bill.

LOUIS CAHN RETURNS TO CONSOLIDATED

Louis Cahn, who resigned from the Consolidated Cigar Corporation together with D. Emil Klein, former president, has reconsidered his resignation and will remain with that company as sales manager. The decision was made after President Julius Lichtenstein had made an appeal to Mr. Cahn to reconsider.

EMIL JUDELL HEADS FOR COAST

Emil Judell, of H. L. Judell & Co., important figures in the cigar jobbing business in Pacific Coast territory, left for his home in San Francisco last week, after a visit in New York, where he spent considerable time in consultation with firms whose brands his house represents.

MERRIAM ASSOCIATED WITH M. BUSTILLO

John W. Merriam announces that he has associated himself with M. Bustillo & Co., Tampa, Fla. M. Bustillo will have full charge of the factory, while T. Bustillo, who lives in Havana, will purchase the Havana tobaccos. Mr. Merriam says that all he has to do is sell cigars.

In addition to the M. Bustillo & Co. brands, "Espadilla," "Invocar," "Flor de M. Bustillo" and "Valonia," Mr. Merriam will also sell his famous "Darby & Joan," "Baron de Kalb," "Segar de Luxe," "Bulldog" and "Henry Irving" brands. These will be manufactured under M. Bustillo's careful supervision. All goods will be billed and shipped from Tampa and guaranteed exactly as represented.

T. M. A. ELECTS WILLIAM BEST CHAIRMAN

At a meeting of the directors of the Tobacco Merchants' Association held at the offices of that organization, 5 Beekman Street, this city, on Thursday afternoon, last week, at which President Jesse A. Bloch presided, several business matters of general trade interest were transacted. William Best, of the General Cigar Company, was elected to the office of chairman of the Executive Committee, succeeding Edward Wise, resigned.

Mr. Wise's resignation was due to his withdrawal from the tobacco business to become associated with J. S. Bache & Co., brokers and financiers. Members of the Directorate expressed personally to Mr. Wise their sincere regret at his necessary withdrawal from the board and a formal vote of thanks for his efficient performance of duties in the past was adopted and spread upon the records.

Harvey L. Hirst, of Bayuk Bros. Inc., Philadelphia, was unanimously elected vice-president of the Association to succeed Mr. Best, who, as already stated, was elected chairman of the executive committee.

Next in importance was the decision of the board to hold a convention at the New Willard Hotel, in Washington, on May 24 and 25 next. The secretary was directed to make the necessary arrangements and it is announced that an official call will soon be issued.

A request that the T. M. A. participate in a tobacco exposition was declined, the decision taking the form of the following resolution:

"Resolved, That the Board of Directors does not deem it advisable for the Association to carry on or participate in the carrying on of any tobacco exposition at this time."

The following directors, whose terms had expired, were re-elected for full terms of three years: Charles B. Perkins, Arthur Bachman, Jonathan Peterson, George H. Hummel, Harvey L. Hirst, Arthur M. Eisig, George Frings, Alexander Herbert, J. L. Graham.

A committee consisting of Charles J. Eisenlohr, H. H. Shelton and Charles Dushkind was appointed to map out additional activities for the T. M. A. in the interest of the industry, among which it was proposed to establish a Research Bureau to investigate the treatment of defects in tobacco, etc.

A resolution was passed to the effect that Mr. Dushkind be hereinafter designated as "managing director" in view of the fact that his title of secretary is not really indicative of all his functions in the Association.

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Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

Editorial Comment

(*Continued on Page 7*)

We have read the decisions in the above cases as well as the reports of the Federal Trade Commission in the matter of the El Paso Grocery jobbers and the one which has come home to the tobacco trade.

So selfish are we that we seldom interest ourselves in anything, whether right or wrong, until somebody rings our doorbell.

Now, the cigar, cigarette and tobacco industry finds something on its doorstep. It has been picked up and hung around the neck of the manufacturer, jobber and retailer.

It is of small account that we hold the Federal Trade Commission the most useless of Government departments. Under a previous administration they were allowed to so far overstep the jurisdiction granted them by the law creating them that nothing less than a repeal of that law will satisfy us.

In the cigar and tobacco business, sales and distribution are increased by brand prestige. The greater the sale the greater the profits, provided, of course, that the manufacturer and jobber and retailer are selling the products at something more than cost.

The sale of these goods at less than a legitimate profit, aids in the destruction of the brand prestige. Jobbers and retailers selling at legitimate prices would be foolish to endeavor to meet cut-throat competition. In such cases they lose interest in the cut-price brands. The jobber loses sales, the manufacturer loses orders. Profits decrease in both cases.

Aside from the fact that the expenses of the Government are being met to some extent by very heavy taxes on tobacco products, additional income is derived from this billion-dollar business by a tax on profits.

If the Federal Trade Commission is going to spread its protecting wing over the price-cutters it is going to reduce the Government income. It still further reduces this income by piling up tremendous expenses in investigations and litigation, and saddling even greater amounts upon the defendant businesses.

Less than a year ago, we heard Jeremiah W. Jenks, the great economist, say: "Put the tax where you will, the consumer pays eventually."

So with the Federal Trade Commission, the consumer will pay the bill, and the consumer is the taxpayer.

We might sing with delight if their operations had brought us the saving of a nickel, but we can't see where this department has saved anyone a single penny. But we can see on the other hand how it not only is reducing the Government income, but at the same time adding to the expenses of the Government.

If the Federal Trade Commission has for its object the protection of those merchants who are willing to sacrifice any particularly desirable article for the purpose of acquiring trade on other lines, we wonder what will happen in the next decade to the assets of those firms whose brand prestige is listed in large figures.

The regulation of the morals of a people must come by education, not law; the regulation of business is subject to economic laws and no political party will write into the Federal statutes a permanently successful law that is not subjective to them.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,399,209. CIGARETTE MACHINE. Max Clemens Grahl, Dresden, Germany, patentee.

A cigarette machine comprising a traveling band, means for feeding the tobacco onto said band, a series of grooved rollers disposed in pairs, traveling in the same direction as the band at their points of contact therewith and operative to shape said band around the tobacco and form it into a rod, a tube having a papered extension projected into the angle of the bight of the last pair of rollers, a concave guide adapted to hold said band in contact with said tapered extension, and a rotary grooved guide roller disposed under said band adjacent to said tube.

No. 1,399,235. MACHINE FOR PRESSING CIGARS. Robert Woerner, Mannheim, Germany, patentee.

In a machine for pressing cigar packets of different sizes, the combination with the press table adapted to carry the press slides containing the cigars, of means to support said table on both sides, means to move said supporting means and thus said table vertically, pressing bars against which the packets of cigars are pressed when said press table is vertically moved, and means to adjust the position of said pressing bars according to the size of the packets of cigars before exerting the horizontal pressure, substantially as set forth.

No. 1,399,551. METHOD OF MANUFACTURING CIGARETTE TUBES WITH HOLLOW MOUTHPIECES. Max Clemens Grahl, Dresden Germany, patentee.

A method of making and inserting coils of paper for cigarette tubes, said cigarette tubes having seams, which consists in winding the end of a continuous strip of paper into a coil, the forward end of said strip of paper being gripped during the said winding, releasing the said forward end of said strip of paper after the said winding has been completed, whereby the said coil is free to expand, and then severing the rear end of said coil from said strip of paper, and then introducing said coil of paper into said cigarette, the outer edge of the said coil being caused to register with the seam of the said cigarette.

No. 1,400,084. CIGAR BOX. Henry Leiman, Tampa, Fla., patentee.

A wooden box having the ends of its side walls jointed and secured together at the corner and integrally united to the bottom.

No. 1,400,228. LEAF-STEMMING AND BOOKING MACHINE. Joseph F. Moeller, Chicago, Ill., patentee.

In a leaf-stemming and booking machine, the combination of a main frame, a booking drum journaled therein, booking belts co-operating with said drum, an apron frame hinged at its lower end to said main frame and supporting a portion of said belts, and means for securing said apron frame in upright position against said main frame comprising a pair of spring-pressed locking bolts slidably mounted on said apron frame, a turn-button pivoted on said apron frame between the inner ends of said bolts, links connecting the inner ends

(*Continued on Page 24*)

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of said bolts to said turn-bottom, and keepers adjustably secured to said main frame and formed with holes to receive the outer ends of said locking bolts.

No. 1,401,106. PROCESS FOR TREATING TOBACCO LEAF. Jose S. Villacorta, San Ildefonso, Philippine Islands, patentee.

A process for the treatment of tobacco which comprises (a) bruising or destroying the continuity of the leaf surface, (b) washing to remove the nicotin and soluble substances, (c) treating with an oxidizing compound, and (d) washing to remove any excess of chemicals.

No. 1,401,226. TOBACCO PIPE. Roland T. Wright, St. Louis, Mo., patentee.

In combination with a removable pipe stem having a smoke passage and a socket formed at one end thereof, a pipe bowl comprising halves provided with cavities hingedly united at their base, a bowl stem section having a smoke passage communicating at one end with the bowl cavity, a reduced bowl stem section receivable in the socket of the removable pipe stem, a removable tobacco bowl receivable in the pipe bowl cavities, a shoulder formed at the upper end of the bowl halves to retain the removable tobacco bowl in position when the bowl halves are in their closed position.

No. 1,401,282. ASH RECEIVER. Edmond Schroedter, Brooklyn, N. Y., patentee. Patent assigned to O. Maurer Co., Brooklyn, N. Y.

An ash receptacle having an ash passage and a downwardly inclined closure therefor pivotally supported at its upper end and lightly balanced to normally stand closed but sensitive to open upon contact of the ash end of a cigar or cigarette therewith.

No. 1,401,344. PETROL OR SPIRIT LIGHTER FOR CIGARS. Jakob Manz, London, Eng., patentee.

In an igniting instrument of the kind described, a fuel reservoir adapted to be mounted on a stationary base and having a face composed of right and a left half converging symmetrically toward the center line and having in the apex of the angle thus formed a strip of frictional igniting material fixed in the said face.

No. 1,401,438. TOBACCO-LEAF CRUSHER. Samuel Pells, Omaha, Neb., patentee.

A device of the character described comprising leaf crushing means, a housing mounted adjacent said leaf crushing means, heating means in the housing, a conveyer also entirely within the housing, said housing having openings in its front and rear walls, the opening in the front wall being at a higher elevation and being disposed above the receiving end of the conveyer, the other opening being disposed below the delivery end of said conveyer, an inclined apron extending through the front opening in the housing having its higher end disposed to receive leaves from said crushing means and with its lower inner end arranged near the receiving end of the conveyer.

No. 1,401,825. TOBACCO DISPLAY CASE. Frederick J. Squire, Havelock, Canada, patentee.

A plug tobacco display device, comprising a casing having a plurality of shelves, the front wall on the casing being formed with longitudinal openings, frame doors hinged to the front wall adjacent the openings and designed to close the same, intermediate members in the doors, transparent members engaging the rear face of the door frames and the intermediate members, a board removably disposed in the frame and designed to retain against the transparent members, cuts, colored illustrations or photographs of the tobacco located on the shelves, and a pin and socket locking means on the door frames.

No. 1,401,876. SMOKING PIPE. William Celeda, Newark, N. J., patentee.

A stem for smoking pipes including a shell, a tube ranging longitudinally in said shell and spaced therefrom to form a chamber, a separate mouthpiece, means detachable connecting said mouthpiece with said shell, a valve slidably sleeved on the said tube at the rear end, and stop means to limit the rearward movement of said valve, said stop means including stop members on the front end of the mouthpiece.

No. 1,402,107. PIPE CLEANER. George E. Stevens, Laconia, N. H., patentee.

The combination with a casing comprising a cylindrical body having a closed bottom and an open top and a cover separable from the body and detachably applied thereto, of a flexible pipe-cleaning element having one end rigidly secured to the interior of said body at the corner between the bottom and side wall in such fashion that said element normally extends from the body at an angle of approximately 45 degrees to the bottom thereof, but can be coiled up within the body, whereby when the pipe-cleaning element is extended from the body, said elements can be manipulated for cleaning a pipe by grasping the circular sides of the body between the thumb and finger.

No. 1,402,513. CIGAR BAND. Otto Kampfe, Bellmore, N. Y., patentee.

A cigar band having a slit therein running transversely of the band, and weakened lines extending from the ends of the slit and running at an angle to the central longitudinal line of the band to the edge thereof whereby the tear in separating the parts of the band is made circumferentially of the cigar.

No. 1,402,536. ATTACHMENT FOR PIPES AND CIGAR AND CIGARETTE HOLDERS. Nicholas B. Panoff, Brooklyn, N. Y., patentee.

A device of the class described including a tubular lining adapted to be received in the stem of a pipe, or a cigar or a cigarette holder, and a retaining cap for said lining adapted to fit the front end of the stem, said cap having a tubular boss projecting rearwardly and fitting in the lining to removably secure the same while providing a passage for the smoke into the lining.

No. 1,403,047. CIGAR-PACKING DEVICE. Francis X. Malocsay, New York, N. Y., patentee. Patent assigned to International Banding Machine Co., New York, N. Y.

A device of the class described comprising a table, an inclined flap thereon, a cigar receiving support having a downwardly extending rod, a guide in which said rod is movable and means for frictionally resisting movement of said support.

No. 1,403,098. MACHINE FOR PACKING CIGARETTES. Gustaf Orstrom, Stockholm, Sweden, patentee.

In a machine for packing cigarettes or similar articles in paper-bags, boxes or similar receptacles the combination with a conduit through which the cigarettes pass from a magazine or the like to a portioning device, of a movable member located in the path of the cigarettes passing from the magazine and shifted by the cigarettes if clogged and accumulated, and an electric switch actuated by the said member, when thus shifted, and adapted to stop the motor of the machine.

Edward Marlin has recently joined the sales force of V. Guerra, Diaz & Co., and will represent this famous house in Middle Western territory.

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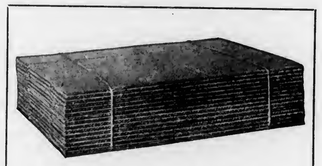

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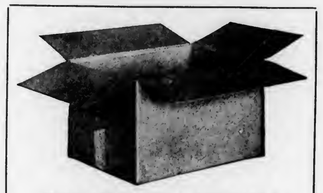

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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MISTLAND:—42,394. For all tobacco products. January 4, 1922. American Litho. Co., New York City.

LAHONTAN:—42,395. For all tobacco products. November 16, 1921. Nathan Busbaum, New York City.

OVERSIZE:—42,396. For cigars and cigarettes. January 4, 1922. White City Cigar Co., Attica, Ind.

DUCA DELLA VITTORIO:—42,397. For all tobacco products. December 28, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

REPARACION:—42,398. For all tobacco products. December 28, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

GEORGE WHARTON PEPPER:—42,401. For all tobacco products. January 10, 1922. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

LITTLE JOAN:—42,403. For all tobacco products. December 30, 1921. San Telmo Cigar Mfg. Co., Detroit, Mich.

MIKE COLLINS:—42,406. For all tobacco products. January 16, 1922. American Litho. Co., New York City.

GEORGE BALDWIN SELDEN:—42,407. For all tobacco products. January 18, 1922. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

HILLCREST:—42,408. For pipes, tobacco pouches and all smokers' articles. January 18, 1922. Manhattan Briar Pipe Co., New York City.

ARTHUR GRIFFITH:—42,409. For all tobacco products. January 19, 1922. American Litho. Co., New York City.

DALLAS CLUB:—42,410. For cigars. January 7, 1922. T. W. Wood, Dallas, Texas.

ARTIST PRIDE:—42,411. For cigars. January 19, 1922. J. Bloomberg, Philadelphia, Pa.

JUAN MUNZO (SPANISH HISTORIAN):—42,412. For all tobacco products. January 21, 1922. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

CHIP:—524 (Legal Protective Association for cigars. Registered May 24, 1882, by Lichtenstein Bros. & Co., New York City. Transferred by General Cigar Co., successors of Lichtenstein Bros. & Co., to American Litho. Co., New York City, December 8, 1921.

TAVERN:—6600 (Trade-Mark Record). For cigars. Registered February 21, 1890, by George Schlegel, New York City. Transferred to W. E. Burrows, New York City, January 10, 1922.

CUBAN CROP:—20,734 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 28, 1899, by Geo. S. Harris & Sons, New York City. Transferred by American Litho. Co., successors of Geo. S. Harris & Sons, to Cigar Package Corporation, New York City, January 11, 1922.

AMERICAN FEDERATION:—10,029 (Patent Office). For cigars. Registered May 26, 1903, by Schmidt & Co., New York City. By various transfers acquired by Sheppard-Strassheim Co., Chicago, Ill., and re-transferred to J. L. Brundage, Rockford, Ill., December 30, 1921.

MORO (U. S. Tobacco Journal). For cigars and cigarettes. Registered January 22, 1878, by McCoy & Co., New York City. By various transfers acquired by the El Sidelo Cigar Co., Tampa, Fla., and re-transferred by Consolidated Cigar Corp., successors to El Sidelo Cigar Co., to American Box Supply Co., Detroit, Mich., January 11, 1922.

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FRIES & BRO., 92 Reade Street, New York

NEWARK SALESMEN HAPPY

Well, it is all over. What's all over? The first annual all-star vaudeville show of the Tobacco Salesmen's Association of Newark, N. J. Friday evening was a gala event in the life of the youngest branch of the Tobacco Salesmen's Associations.

All of the notables of the tobacco industry who were there admitted that they had never enjoyed a show or dance as they did Friday evening. The weather was ideal and the preparations were up to the minute. The decorum during the show was excellent. Every one present was able to enjoy himself to his heart's content.

The show was put on by the Keith Theatre, under the direction of Frances Rockefeller King. Miss King did her best to please. The music was under the direction of Joseph M. Cavallo.

The following are some of the notables in the trade and members of the Tobacco Salesmen's Association who were present:

Mr. and Mrs. Jacob L. Schwarz, Mr. and Mrs. Ross, Mr. Nate Carris, Mr. and Mrs. Sidney J. Freeman, Judge and Mrs. S. S. Silver, National President Jonas J. Ollendorff, Chairman of the New York Regional District Harry M. Konwiser, Leo M. Lehman, Leo Rieders, Lou Sherrick, Louis A. Lassett, Samuel Mendelsohn, Harry Block, Mr. and Mrs. Joseph Freeman, Mr. and Mrs. David Sanders, Mr. and Mrs. Herman Goldwater, Harold L. Tannenholz, M. A. Kalfon, Mr, and Mrs. Fred Jung, Mr. Harry Panetz, President and Mrs. Abraham Brown, Miss Rose Levy, Assistant Secretary of the National Board, Mr. and Mrs. Jack M. Waldor, Jack A. Martin and lady, Mr. and Mrs. Charles W. Camp, Mr. and Mrs. William M. Charles, Mr. and Mrs. Emanuel M. Freeman, Ferd. Schwabacher, Ed Corey, Mr. and Mrs. A. W. Leonard, Mr. and Mrs. Mark Bloom, A. Pollack, Mr. and Mrs. Joe Ogush, Mr. and Mrs. H. McCatter, Mr. and Mrs. B. Eisler, Mr. and Mrs. Max Hinden, Mayer Archibald, Commissioner Brennan, Mr. Abe Levy, of Klorfein, Mr. and Mrs. Wallace Banta, Mr. and Mrs. Irving Schwarz, and others too numerous to mention.

Albert Freeman, president of the New York Association, was unable to attend due to illness in the family and sent a wire to that effect.

The show started at 9 P. M. sharp and didn't wind up until the wee hours of the morning.

The Tobacco World

Established 1881

VOLUME 42 FEBRUARY 1, 1922 No.3

TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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FEBRUARY 15, 1922

VOLUME 42 No. 4

THE TOBACCO WORLD

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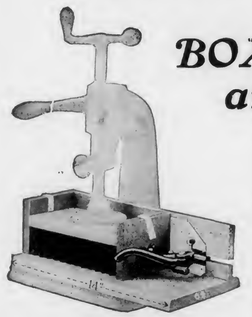
BOXES, BUNDLES and TIN CANS



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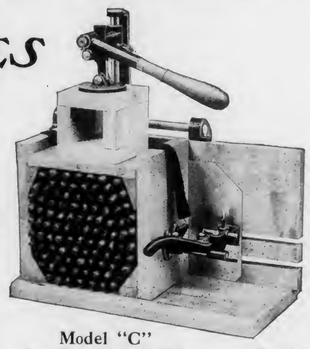

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It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

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20 Million in 1921
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Volume 42

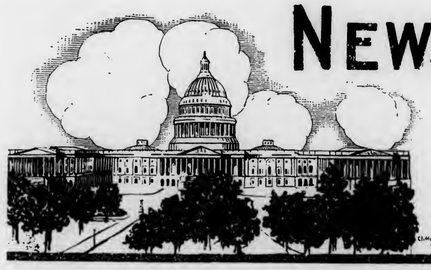
THE TOBACCO WORLD

Established 1881

Number 4

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 15, 1922 Foreign $3.50



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

INCREASED taxes on cigarettes and smoking and chewing tobacco will probably be adopted by Congress as one means of raising money with which to pay the proposed soldiers' bonus bill. An increase of 50 cents per 1000 on cigarettes and an additional tax of two cents a pound on smoking and chewing tobacco have virtually been adopted by the House Ways and Means Committee and will probably be approved by the Senate Finance Committee. These increases would produce a revenue of approximately $30,000,000 a year, it is estimated—$25,000,000 from cigarettes and $5,000,000 from tobacco—without materially affecting sales.

It is not likely that any increase will be made in the taxes on cigars, which are considered already to be as heavy as the industry can bear.

Another tax likely to be adopted will be one cent on each 25 cents paid as postage on parcel post shipments, with an exemption for parcels bearing 25 cents or less in stamps, from which some $20,000,000 a year will be derived. Other taxes include an additional ten per cent. on theatre admissions in excess of 25 cents, which would raise about $75,000,000; a tax on stock and bond transfers, which would produce $64,000,000, and taxes on gasoline, automobiles, and real estate transfers, which would bring in about $140,000,000.

Business men, however, need not fear that there will be an increase in the first-class postage rate from two to three cents an ounce or that any tax will be imposed on bank checks. These propositions have practically been abandoned, through fear that the imposition of such taxes would react unfavorably. Similar considerations induced the abandonment of the attempt to secure the re-enactment of the "luxury" and "nuisance" taxes repealed last month by the new revenue law.

The Treasury Department is not in favor of a general sales tax, according to Secretary Mellon, who recently testified before the House Ways and Means Committee, it being considered too cumbersome and difficult of operation, and it is not likely that any attempt will be made to include it in the soldiers' bonus measure.

Approximately $350,000,000 a year must be raised to pay for the soldiers' bonus. The above taxes, while not final and subject to change later, should it seem desirable, will raise more than $300,000,000, it is estimated, and any taxes imposed to raise the balance will be small and unimportant. The bill will have to be self-financing if it is to be approved, however. That ultimatum was sent to Congress some time ago by the President, and completely changed the character of the proposition, since it had first been proposed to enact the bill and then seek a means of financing it.

No permanent revision of freight rates can be accomplished at this time, according to Secretary of Commerce Hoover. Appearing before the Interstate Commerce Commission, during its hearing on the proposed horizontal reduction of rates, the secretary pointed out that transportation facilities now are below the needs of the country and that a resumption of business would be materially hampered by this condition. There is need, however, for a readjustment of rates.

"If I were to discuss the rates charged today, I should say at once that a decrease in passenger rates is not nearly so vital to the community as freight rates," said Mr. Hoover, "for passenger rates do not enter into the 'spread' in proportion to the relative

(Continued on Page 8)

volume of earnings. If I were examining the freight rates, I should at once say that coal, metals, wood and agricultural and other producers' goods should be reduced to the bottom before less-than-carload and class rates are touched.

"With the gradual return of traffic to normal, with decreased operating costs relief in rates will be available, and it would be an economic crime to apply such relief by horizontal reductions to all rates, thus giving relief to higher priced goods and travel, when the vital mainspring of our economic life, our agriculture, fuel and metals, is choked."

A bill to prevent the exaction of the surcharge on Pullman car accommodations, now imposed by the railroads, has been introduced in the Senate by Senator Robinson, of Arkansas. The bill provides that paragraph 4 of section 1 of the Interstate Commerce Act be amended by the addition of a provision that "it shall be unlawful for any such carrier to demand, charge or collect from any person for transportation, subject to the provisions of this act, in any parlor car or sleeping car, any fare in addition to that demanded, charged or collected for transportation in a day coach, but this shall not prevent just and reasonable charges for the use of accommodations in parlor cars or sleeping cars by companies owning such cars."

Traveling men almost a year ago made petition to the Interstate Commerce Commission for the abolition of this surcharge.

The retention of the American valuation plan in the new tariff bill, thrown out by the Senate Finance Committee following a conference between Senate leaders and President Harding will be demanded by the House of Representatives when the measure comes up for debate. The House wants duties based on the American wholesale selling price, and will fight for them. The Senate committee has practically settled upon the adoption of the President's plan for a flexible tariff.

It is understood that the Finance Committee favors retention of the present system of valuation and the placing in the hands of the President of the right to increase or decrease rates of duty as he may find advisable. This is opposed by House advocates of the American valuation plan as an attempt to take from the lower body its constitutional right to declare what rates of duties shall be applied to imports.

The House is also opposed to placing the matter of raising or lowering duties with the Tariff Commission, as would be done under this plan.

Slightly increased activity in certain industries was noted during January, according to the monthly report of employment conditions throughout the country issued by the United States Employment Service. A survey of 1428 firms, located in sixty-five of the principal industrial centres of the country and normally employing more than 1,600,000 workers, shows that a total of 1,556,507 workers were employed on January 31, against 1,493,107 on December 31, an increase of 63,400, or 4.2 per cent.

"Employment conditions, however, fail to give any indication of the substantial improvement in business activities predicted for January," commented Director General Francis I. Jones in issuing his report. Reports from 231 of the principal centres show no general improvement in employment conditions. Industry is hardly holding the gains made during the past four months, and is therefore, absorbing but few, if any, of the workers released from seasonal activities and the unemployed caused by the usual climatic conditions at this season of the year. The feeling that there will be a decided change for the better by early spring, however, is manifested by every section of the country and seems to be based on real evidence of prosperity and not mere optimism."

Resolutions urging the inclusion in the tariff bill now before Congress of the American valuation plan were adopted on January 30 at a special tariff meeting of the National Association of Manufacturers, and were presented, in the form of a memorial, to the President and to Congress.

Members of the association gathered in Washington for a two-day convention for the purpose of crystallizing the sentiment of the organization of this subject. During the meeting, special committees visited the White House, where they were received by the President; conferred with various members of Congress and appeared before the Senate finance committee.

"Our country is today in the grip of the greatest economic crisis of our time," it was declared in the memorial presented to the President. "Great numbers of men and women are unemployed. Farmers are beseeching Congress to alleviate the difficulties with which they are confronted. In all parts of the country producers are being obliged to discontinue or greatly curtail production.

"The utmost determination to surmount the existing difficulties by energy, efficiency and thrift are unavailing in the face of a foreign economic invasion such as our country has never before witnessed. Farm products and manufactured articles are being dumped upon our market from any countries whose depreciated currencies and depreciated economic standards have greatly lowered former low production costs.

"The present basis revenue act of 1913 was avowedly designed by its author as merely a revenue measure from which, so far as possible, the element of protection to American producers was entirely eliminated. The depreciation of foreign currencies since that law was enacted has greatly reduced its effectiveness even for revenue purposes; and the vastly increased quantity of imports, made possible by its low rates of duty and uncertain basis of valuation for dutiable purposes, are displacing corresponding quantities of domestic production, thereby intensifying the evils of unemployment and consequent restriction of mercantile business.

(*Continued on Page 20*)

TAMPA

Val Antuono Answers Clamor For a Five-Cent Cigar— Emilio Suarez Bereaved —Cuesta - Rey Have Fine Exhibit at Fair

Tampa, Fla., February 10, 1922.

THE South Florida Fair is in full swing and from its crowds, noise and merry-making, your correspondent has to emerge with enough equanimity to get his ideas together and write his periodical letter to the readers of THE TOBACCO WORLD. Those who have had to confront similar situations will easily understand my position, and no doubt will be inclined to leniency with the faults of a letter written under such stress.

The Fair is a complete success in every respect; it is bigger and better than ever; a good many more counties have participated in it than in previous years, and the exhibitions are a revelation to outsiders of the wonderful resources and fertility of the Florida soil helped by her incomparable climate.

The nature of this letter forbids me from even attempting to describe this Fair and therefore confining my remarks to the features in connection with the tobacco and cigar industry, will mention the tobacco exhibit of Gadsden County, which describes the growing and manipulation of the leaf, from the seed bed to the bale, ready for the market. It is an exhibit of exceptional merit and an eye-opener for those who never had the occasion to be initiated in the intricacies of tobacco culture.

To the "truly Spanish factory" of Cuesta-Rey & Co., fell this year the honor to represent the Tampa cigar industry at the Fair, in a booth within which the imported Havana leaf was turned into finished cigars by expert hands, and packed into neat boxes, under the vigilant eye of a Federal officer; for the Cuesta-Rey factory operates in bond.

This Fair, naturally, interferes a great deal with every industry in the city, and the cigar factories are affected in their production by the Fair attractions that entice the workers away from their benches; this, therefore, will be a week of short production, and not a few orders will be delayed on that account.

Perusing the pages of one of our colleges, your correspondent found a fine letter from the pen of one of the most distinguished members of its editorial staff, in which, from among the most enthusiastic comments upon the Tampa cigar industry and its manufacturers, permeate the insinuation that the manufacturers contemplate a reduction in prices, which is misleading and may cause among the trade just the opposite effect that the writer of that letter perhaps originally intended.

The cigar manufacturers of Tampa have gone the limit in the matter of reducing prices for the present; and unless a radical change occurs in the conditions of material and labor, which is not in sight for the time being they have to stand by the last readjustment of prices for a good, long while or get out of business.

As mentioned in my previous letter, the Cigar Manufacturers' Association have finished the reconstruction of the basis for the system of equalization of sizes, one copy of which (together with a cordial letter of invitation to the workers to consider and discuss them in the shops, and to elect delegates to a convention for the election of representatives for the Board of Equalization) was sent to every factory of the associated manufacturers. The convention was held on the 8th, with delegates from twenty-two of the largest factories in attendance, which after preliminary steps for the organization of the Board, adjourned until Monday, the 13th, when the finishing touches will be given to the organization of the new Board of Equalization, of which, one of the main features will be a commission of arbitration with supreme power to decide difficulties and conflicts that may occur in the factories.

A sad incident in the tobacco and cigar circles has been the tragical death of the wife of Emilio Suarez, in an automobile accident on the road beyond Kissimmee. Mr. Suarez was at that time in Havana on business and was recalled by cable to bring the body of his wife from Orlando, where she was operated on in an attempt to save her life. The funeral was a manifestation of sincere sorrow from the numerous friends of Mr. Suarez in his sad bereavement.

A. Yanez & Co. has had the first meeting of their Board of Directors with the new elected officers. Bob Tatum was in the city to take part in the meeting, and R. R. Johnson has painted and placed all over the city 150 large signs advertising "Miss Tampa" in connection with the South Florida Fair. All is well with this progressive firm.

Another firm that believes in home advertising is the Tampa Token Cigar Co. This firm has established a new record in that line, by giving away one cigar with every cigar purchased in one day, and the result was to pass over the counter at Harry's Candy Shop, on Franklin Street, 20,000 "Artaban" cigars representing sales of half that number to the Tampa smokers who where willing to apply the burning test to the "Artaban" brand of cigars, trusting in their popular reputation.

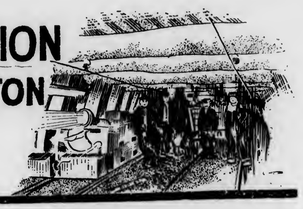
Tom Morgan has gone to Havana to purchase additional tobacco to cope with the orders from the Pacific Coast for his "Juan de Fuca" famous brand of cigars.

Mr. and Mrs. Celestino Vega and Mr. and Mrs. Aaron Strauss have left yesterday for Havana on a

(*Continued on Page 21*)

THE ANTHRACITE REGION

WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., Feb. 13, 1922.

THE billboard posters of the Rotary Club say: "Prosperity Is Just Around the Corner." Well, Mr. Prosperity has a lot of gum shoe men after him, eager to make his acquaintance and if he is looking for friends he certainly can make a lot if he will quit doing the fox trot around the corners and come out on the open road and give the fellows a chance to get going. For spring will soon be here and the overcoat that covered up last winter's suit will have to come off and the new togs must be procured. So let's get Mr. Prosperity in the open.

I learn that John Snyder, of the Fidler Cigar Co., Womelsdorf, Pa., makers of the popular "Payton Randolph" and "El Coco" brands will shortly leave this company and will make his future home in Los Angeles, Cal. Well, Jack will leave a lot of friends throughout Pennsylvania as well as elsewhere, when he packs the bag for the land of sunshine and prunes, everybody will wish him the best in the world of everything.

The Hilson-Reis Co., manufacturers of the "Kenway" cigar are placing some very attractive novelty packings on the market on this popular brand. I note a little round cardboard package of twenty-five "Kenways" and a beautiful round pressed glass humidor of fifty "Kenways" here and there displayed by the better shops. Eddie Devlin, representing this factory, recently spent some time with their distributors (Sperling Tobacco Co.) men getting distribution in sections of the coal regions and surrounding territory.

Samuel Lewis, who represents the Allen Cressman Co. in the upper coal fields tells me that his brands are still popular favorites with the boys in northeastern Pennsylvania and I know he has evidence of this fact for wherever one goes they can get "Manuels" and "Counsellors."

Retail dealers in tobaccos and cigarettes are passing the reduced prices on to the consumers which is one way of stimulating the buying. It's a good idea—keep the money moving.

The P. Lorillard Co., beginning this year. I learn have turned their selling force in a general sales organization. Men now sell the full line cigarettes, plug, scrap and smoking tobaccos. Dan McAdams, who for years has been in charge of this company's scrap business in eastern Pennsylvania, has now assumed charge of the full line for a large part of the eastern Pennsylvania territory excepting Philadelphia County. Dan has lots of good friends in the tobacco business who wish him lots of luck and who know he is the right man for the job. "Good luck, Mc."

George Kochnour, Third and Market Street, Harrisburg, goes out of this old stand on April 1 as "Schulte" takes it. Another good man out of the business, but we hope he can find another location and stay in the game.

George Harvy has sold his stand on Third Street, Harrisburg, to a Mr. Brenner and is now giving his full time to his stand in the Penn-Harris Hotel.

Morris and William Gilbert, who have both been connected with the tobacco business in eastern Pennsylvania for a number of years, the former having been with the American Tobacco Co., and the latter with Frishmuth Tobcaco Co. as division salesmen up until some months ago, at which time they formed the M. Gilbert Tobacco Co. (jobbers), Reading, Pa. These two young men are live wires and they are growing very rapidly and are building up a nice business. They have the Consolidated Cigar Company's line for their territory. Let me say, these boys are letting no grass grow under their feet.

Business conditions in the coal fields are not as brisk as before the holidays owing, it is thought, to the prospects of a strike on April 1 of the coal miners, whose wage agreement will then expire. The miners in their convention at Shamokin will ask the operator for 20 per cent. increase, eight-hour day and a check-off system, all of which it is generally expected the operators will refuse. So it looks bad. Seems to be a case of take the bone or leave it.

The Dusel Goodloe Co., of Philadelphia, distributors of the "Robert Emmet" cigar (Speitz Cigar Co.) have been busy placing this famous cigar in the Philadelphia territory since January 1, opened up the coal regions the week of February 6, and whose men were assisted by W. T. Marshall, factory representative, who reports that very satisfactory distribution has been obtained in the section and very favorably received by the trade.

The Hotel Bachman, Hazleton, is featuring "Robert Emmet" cigars. This hotel offers the traveling man much that he gets at home in the way of delicious meals as well as this wonderful smoke. Boys, make Mr. Harwood's acquaintance, the gentleman who manages this real homey hotel, it's worth while.

J. B. Bevill, New York, and George Spitzmiller, Philadelphia, representatives of the American Tobacco Co., were visitors to Wilkes-Barre and Scranton this week.

William Kearney, one of the best known retail tobacco merchants in Wilkes-Barre, has acquired again his former stand at South Main Street and Northampton, to which he is now making big improvement. He will operate this store and also will continue his stand at 75 Public Square. BLACK DIAMOND.

REEVES, PARVIN & CO. TO WITHDRAW

Reeves, Parvin & Co., one of the oldest wholesale grocery houses in this city, announces its retirement from business on May 1. The cigar department of this firm is under the management of John Van Miller.

PHILADELPHIA.

PRODUCTION TO BEGIN ON "TEDELLO"

At the Delphia Cigar Co., 30 Bank St., Joseph Levy and Irving Loeb are busily engaged in preparing for the opening of the factory which they are planning for March 1st at the latest.

They will manufacture the "Tedello" in seven sizes which will retail for 10 cents and up. Samples of the goods have already been shown to the trade and numerous orders are on hand already awaiting the beginning of production.

BEDARB BACK FROM TRIP

H. J. Bedarb, of Juan F. Portuondo Cigar Mfg. Co., has just returned from a trip through the Middle West where he was successful in landing a collection of satisfactory orders. He will leave shortly for southern territory.

ED LAING READY FOR ANOTHER TRIP

Ed Laing of P. C. Fulweiler Co., has just reached the factory after covering the trade in western New York and the northern and western portions of Pennsylvania. He is now preparing for a trip through Virginia, W. Virginia, and parts of Tennessee and Kentucky.

STRATFORD MANAGER SLOWLY IMPROVING

The Stratford Cigar Company has removed to the second and third floors of the southeast corner of 2d and Arch Sts. Mr. Daley, general manager, who has been ill since last November, is slowly recovering from the serious effects of pneumonia but it will be some time yet before his health will permit his return to the office.

ALVAREZ BRANDS GOING GOOD

Jose Alvarez, 58 S. 2d St., well known manufacturer of clear Havana cigars, states that he has closed the best January's business in years. Mr. Alvarez recently purchased a selection of exceptionally fine Havana, and apparently this has been appreciated by the smokers of his brands.

MONROE JARRETT SONS BUSY

Elmer Jarrett, of Monroe Jarrett Sons, cigar box manufacturers, states that business thus far this month with him is one hundred per cent. improved over January. Rush orders have compelled him to put on additional help and he is also operating a night force at present.

POST CIGAR COMPANY TO MOVE IN BANK ST.

The Post Cigar Co., has recently concluded negotiations for the lease of the building at 27 and 29 S. Bank Street which they will occupy on March 1st. The building has a capacity for several hundred cigarmakers. It is the purpose of the company to concentrate on the manufacture and distribution of their brands, rather than on the development of their retail stores.

Local Jottings

Harry Bump, of J. L. Marcero & Company, cigar jobbers of Detroit, Mich., made a flying visit to Philadelphia while in the East. He spent most of his time at the G. H. P. Cigar Company's offices. Mr. Bump is having splendid success with "El Producto" in Detroit.

D. Harry Moulsdale, of Sanchez y Haya, called on the local trade recently on behalf of the famous products of Tampa's old Factory No. 1.

"New Natural Bloom" cigars are making their appearance in many places where they have not been seen heretofore. Harry Blum, New York, is the manufacturer. Julius Blum visited the local trade recently.

The United Chain Stores with a number of branches in the anthracite region of Pennsylvania, are featuring "La Parima" and "Clitus" brands, manufactured by the F. C. Schaible Co., 8th and York.

James K. Keefe, Providence, R. I., has joined the sales force of Allen R. Cressman's Sons, and will cover Rhode Island and part of Massachusetts with "Counsellor" and "Flor de Manuel" cigars.

The L. & D. Cigar Co., report improvement in the demand for their "La Parado" brand. They have recently launched a 5-cent cigar under the name of "Flor de Sterling," and the trade is giving it a very favorable reception.

Fred. Suss is in the Middle West sending in nice orders to Jacob Langsdorf's Sons on their several brands. This firm is preparing to launch a new brand, "El Doro" which will be sold under a Class C stamp.

DETROIT

John B. Thatcher Heads American Box Supply Co.—"El Moro" a New Class C Sumatra-Wrapped Cigar—"Doc" Rosebro in the East With "Las vegas"—"Doc" Watkins is Home Again

Detroit, Mich., February 10, 1922.

BETTER feeling in Detroit business.

General trade conditions manifest little material change on the whole, although distinctly better feeling is expressed by merchants, and a more optimistic view is apparently held for spring business. Public buying power has been slightly improved by some absorption of unemployed labor, although buying for immediate needs still rules.

Demand in the automobile trade remains little altered, but the reports of fair prospects for spring are very encouraging. Building operations have been unusually well maintained, being about double those reported for the corresponding month a year ago.

"The world war has so altered the attitude of the United States toward the rest of the world that great changes in business may be expected," declared John Moody, economist and financial writer, in an address before the Bond Men's Club in the D. A. C. a few nights ago. "European nations are so deeply indebted to us, that we cannot remain aloof, and refuse to merge our business interests with theirs. Already, international co-operation has bettered credit conditions, and the outlook for the fututre of business is decidedly optimistic."

L. M. Crump (W. K. Gresh & Sons), "Meditation" cigars, called on the Detroit dealers this week. L. M. said business was very good here, on his brand. L. H. Stradley, 231 West Jefferson Avenue, is the local distributor of "Meditation" cigars.

O. R. Thompson (Morgan Cigar Co.), Tampa, "P. & B" cigars, was a recent visitor to the city of Detroit.

Two hundred girls in a cigar factory at Cheyboygan are working all the time to the tune of jazz music, played on the phonograph, thus greatly increasing their output. Very likely it was one of these cigars we were smoking the other day when our head began to go round and round.

At the annual meeting of the American Box Supply Company, the following officers were elected for the ensuing year: John B. Thatcher, president; Arthur G. Weidmann, vice-president, and John A. Campbell, secretary and treasurer.

Dave Jenks, Michigan representative for the G. H. P. Cigar Co., has left for St. Louis, Mo., where he will remain for about three weeks in the interest of the "El Producto" cigars.

Brinkman, Meisel & Recker, St. Louis, Mo., have taken on "Las Vegas" cigars (F. Vega & Co.) for distribution in St. Louis and surrounding territory.

Fred Suss (Jacob Langsdorf's Sons, Inc.), "Flor de Langsdorf" cigars, is booked at the Wolverine Hotel for a week's stay. Fred says business is very good with him and that he is looking for an early revival of old-time prosperity.

I dropped into the Ford Building this week to make a call on J. S. Capen, one of Detroit's veteran cigar dealers, and as usual found him busy. It can well be said that J. S. knows how to operate a chain of office building cigar stands successfully, and from reports business during 1921 was good with him, so no doubt a journey to Florida or Southern California will be his goal before the summer's sun shines on Detroit. J. S. has a very able assistant in the person of "Bob" Reilly, his manager, whose ability is unsurpassed. Courtesy, Service and Quality merchandise is the slogan at all of J. S. Capen's stands.

"El Cruzador" cigars (Claude E. Howell, local distributor) are occupying the place of honor this week, in the way of artistic window decorations, and many of the most prominent downtown stores are featuring this brand in their windows.

C. M. Cuyar (A. Diaz & Co.), Tampa, is with us again showing his regular line of fine Havana cigars.

Claude E. Turner, of "Charles the Great" fame, has been rusticating in the city for a few days. Claude looked just as prosperous as ever, and said business was good with him.

The theft of a cigar salesman's auto with $700 worth of cigars in it suggests that he should have had a little boy along to watch his smoke.

Another new one for Detroit, "El Moro" cigars, Sumatra wrapper and Havana filler, made in three sizes to retail at 10 cents, two for 25 cents and 15 cents straight. V. D. Zeve, formerly of the Bernard Schwartz Corporation, is the sales manager, and will place "El Moro" cigars on this market for the El Moro Cigar Manufacturing Co., Inc. A very extensive advertising campaign is planned, and many added attractions in novelty advertising will be featured, to put this brand to the front. So watch for the big advertising float which will be seen on the main thoroughfare.

Alfred W. Penner (L. Schmid & Co.), New York City, called on the Detroit manufacturers this week.

H. Wilson (Jose Garcia & Co.) is another "Knight of the Grip" who was registered at the Wolverine Hotel during the past week.

Al Korn and Charles Fee (M. F. Minden Co., Inc.), "Bouquet de Paris" cigars, were two live wires on the main stem during the past week, and many were the orders secured by this pair of stars, who are old timers in the cigar game. Charles has been out of the game for about six months taking the rest cure, but that life was too quiet for a man of his make-up, so he had to get back into the line-up of hustlers.

"La Puritosa" cigars (Fernandez Sobrinos & Co.) have a very prominent showing in the windows of Bert Johnson's stores. Bert says this brand is going fine with him, and is proving very popular with his trade.

R. E. (Doc) Watkins, president of the Watkins Cigar Stores Co., has returned from a trip to eastern cities. Doc says "the places he visited were fine, but, there is no place like home, sweet home, in dear old Detroit."

Having resigned from the sales staff of the Harry W. Watson Co., O. B. Waite is now selling "Las Vegas" and "John Hull" cigars for the Worth Cigar Co.

Robert I. Ellis (Bernard Schwartz Cigar Corp.) has left on an extended trip to eastern points in the interest of "R. G. Dun" cigars.

Walter Eisman (J. B. Litchtenstein & Co.), Porto Rico and Havana tobacco, is calling on the Detroit manufacturers.

Charles Coombs, president of the Central Cigar Co., is on an extended trip to Buffalo and New York City. Mrs. Coombs is making the trip with him.

Harry Bassett, of the Milo Cigar Co., is confined to Providence Hospital undergoing a minor operation; we expect to see Harry out very soon, and on the job as usual.

Charles F. Becker, of the Charles F. Becker Co., distributors of "Webster" and "Robert Emmet" cigars, is enjoying a vacation at Miami, Fla. Mr. Becker is accompanied by Mrs. Becker, and I understand they will spend some time at the Florida resorts.

Edward Wodiska (S. H. Furgatch & Co.), "Bouquet de La Ada" cigars, is with us again, giving the retail situation a general survey. Edward is one of the old-timers in the cigar game, and many are the intersting stories about his younger days in Cuba.

William McDonald (F. Garcia & Bros.), Tampa, Fla., was a recent visitor to the city of Detroit. I understand William had some very fine business here.

Herbert L. Bear (Mi Carmen Cigar Co.) has been with us for the past week showing his wonderful line. Herbert has cigars in every shape and size to suit the most fastidious smokers.

C. Brooks Perkins, of the C. B. Perkins Co., "The Merchant Prince," of Boston, has been sojourning in our midst for a few days looking over trade conditions. While here he made arrangements with F. Vega & Co., for the distribution of "Las Vegas" cigars in New England.

John T. Woodhouse, of John T. Woodhouse & Co., has returned from a ten days' stay in New York City, calling on the manufacturers.

J. J. Henry (National Cob Pipe Works), Union, Missouri, is calling on the Detroit dealers, and showing a wonderful line of the pipe family in the corn cob variety.

W. W. (Doc) Rosebro, president of F. Vega & Co., manufacturers of "Las Vegas" cigars, is on a trip to eastern cities.

Elmer H. Turrill, of J. L. Marcero & Co., is now working the downtown trade and financial section, formerly covered by Geo. H. Stone, who is now assiciated with the Worth Cigar Co.

Don't forget to look "for" and "read' the news appearing in the TOBACCO WORLD on the 1st and 15th of each month; send in your subscription today without fail.

Yours,

Mike of Detroit

DECEMBER CIGAR PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1921.

Products.	*December* 1920.	*December* 1921.
Cigars (large)—		
Class A .....No.	119,334,440	150,970,682
Class B .....No.	148,353,487	106,688,605
Class C .....No.	217,745,076	191,602,916
Class D .....No.	16,652,932	10,724,998
Class E .....No.	4,040,200	3,676,608
Total	506,126,135	463,663,809
Cigars (small) .....No.	47,360,000	44,288,700
Cigarettes (large) ....No	4,459,813	2,844,965
Cigarettes (small ....No.	2,816,818,050	2,995,934,873
Snuff, manufactured ....lbs.	2,225,333	2,978,106
Tobacco, manufactured ..lbs.	15,457,561	22,057,104

Note: The above statement does not include tax paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENT STATEMENT.

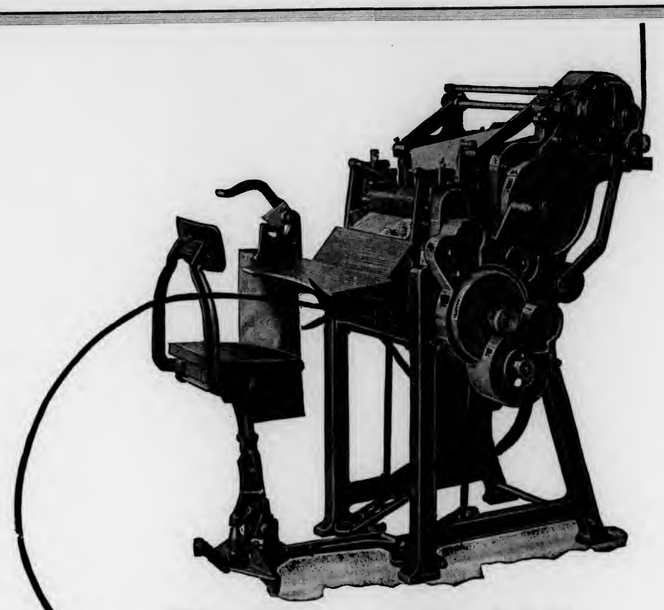
Tax-paid products from *Porto Rico* for the month of December.

Products.	*December* 1920.	*December* 1921.
Cigars (large)		
Class A ..... No.	5,692,925	3,964,675
Class B ..... No.	89,300	904,035
Class C ..... No.	3,958,050	7,673,150
Class D ..... No.	106,750	206,150
Class E ..... No.		50
Total	9,847,025	12,748,060
No.		500,000

Cigars (small) ....

Tax-paid products from the *Philippine Islands* for the month of December.

Products.	*December* 1920.	*December* 1921.
Cigars (large)		
Class A ..... No.	7,557,568	10,490,618
Class B ..... No.	1,378,225	1,004,160
Class C .....No.	1,489,401	66,188
Class E ..... No.	25	5
Total	10,425,219	11,560,971
Cigarettes (large) .... No.	800	6,800
Cigarettes (small) ....No.	117,640	11,110
Tobacco, manufactured ...lbs.	170	96



The Universal Model F

1922 INTERMITTENT TYPE

Tobacco Stem Crushing and Booking Machine

This machine crushes any fractional part, or the entire stem in the tobacco leaf, booking the tobacco (stem included) in one operation.

THE Model F Machine can be used successfully on all of your smaller types of fillers and will save you 15 to 25 per cent of your filler tobacco. It will return booked at least 50 per cent more stock in a day than your best hand stripper.

At the present price of tobacco, the Model F Stem Crushing and Booking Machine will show a saving in the cost of production of from $3 to $10 a thousand.

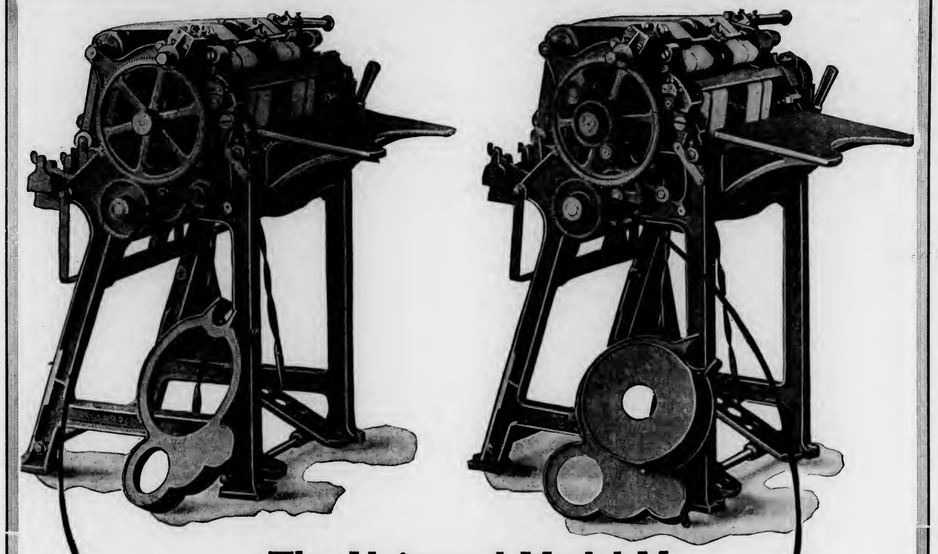
A chemical analysis of cigar leaf shows that the stem contains exactly the same constituents as the rest of the leaf. (See U. S. Department of Agriculture—Bulletin No. 79.) With this fact in mind and considering the "old way" of stripping small fillers (butt stripping), it can easily be seen why the Model F Stem Crushing and Booking Machine has proven successful. May we install one or more Model F Machines in your factory and run a demonstration for you?

OUR NEW 1922 PRICES

The Model F Machine and Model P Folding Chair $550.00
Individual Motor Drive Equipment including ½ H. P. Motor 125.00
(Motor Drive Equipment $55.00, Motor $70.00)

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Company, 116 W. 32nd St. New York, U.S.A.



The Universal Model M

1922 PLANETARY GEAR DRIVEN TYPE

Tobacco Stripping and Booking Machine

The Model M Machine is a superior Machine in many respects, to our former Model M. Comparing the two is like comparing the 1922 Buick with the 1912 model.

THE great superiority of our 1922 Model M is due to the fact that it is a GEAR DRIVEN MACHINE and by reason of this fact it offers the following advantages over the so-called old type Model M Machine:

1st—Books fluffy pads.
2nd—Pads of stock do not slip on the drum.
3rd—Eliminates taping of drive rolls.
4th—Reduces cost of upkeep and lengthens life of machine.

The 1922 Model M Machine is also equipped with a double end stock lever.
Before purchasing a stripping machine, look over this new 1922 model.

We will install it and demonstrate its operation for you.

We Rebuild Old Model M Machines

To the manufacturer who has had several years use of one or more of our old type Model M Machines, we offer to rebuild his machine (or machines), incorporating these new features (Gear Drive and Double End Stop Lever), at our regular rebuilding price—$250. A rebuilt machine is the equivalent in every respect of a new machine. IT CARRIES THE SAME GUARANTEE AS THE NEW MACHINE.

OUR NEW 1922 PRICES

The model M Machine and Model P Folding Chair $550.00
Individual Motor Drive Equipment, including ¼ H. P. Motor 100.00
(Motor Drive Equipment $55.00, Motor $45.00)

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Company, 116 W. 32nd St. New York, U.S.A.

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

THIS world is so tangled up, so unsettled, so utterly out of harmony with the normal conditions, that we poor mortals on its surface are completely obfuscated as to what is the best thing for us to do.

Let me hand out a suggestion—which I will accept for myself—that will not only give you peace of mind, but that will also advance your business more than anything else. The suggestion is short, pithy, pointed.

Saw wood!

That's it; saw wood. In other words—Work.

Fall in love with your work. Force yourself to like it, no matter how distasteful it may be.

Work with your hands, work with your tongue, work with your brains. If you do this, your store will be clean as a snowflake, neat as an old maid's bureau, artistic as a painter's dream, attractive as a handsome youth to a girl of sweet sixteen.

You will close out all your shelf-loungers and buy with care and skill goods that are wanted, that are quick sellers, rapid turnovers.

You will take yourself in hand and acquire the art of making friends, of being cheerful, smiling, courteous; with an affable dignity, equally free from stiffness and servility. You will be well and carefully groomed.

You will read trade journals, cross-examine business points from salesmen, think up selling ideas, and play the Great Game with infinite skill, pleasure and success.

We don't think. That's our trouble. The great majority of us go through life thinklessly performing the daily routine, following the suggestions made by others, and deciding, when a decision must be made, by hasty impulses, rather than by deliberate, reasoned thought.

To improve your business, read your trade journals, talk to travelling salesmen and business men.

And think as you read and as you talk. Think thoughtfully on the words you read. Think behind the words into the thoughts of the writer. Train the eye of your mind to watch for, and see, the ideas which he is trying to convey to you.

The same way when talking to salesmen and business men. Ask them questions from your thinkery, and which will require real thought to answer. Listen intently, and train your ear to hear and note the ideas which may lie behind the words.

When alone, think on what you read, what you heard. Sweep from your mind the chaff and straw, lay hold on the ideas of value, and think upon them. Develop them in your mind, elaborate them, improve them, decide whether they can be adapted to your business. Think how it can be done. And when you have thought it all out, let action follow your thoughts.

"There is no difficulty so great but what we can think our way out of it," said my professor friend this morning.

Think!

Things are coming down. Yes, they are coming down, but very slowly and with the deliberation of a man walking to the dentist's.

The 5-cent loaf of bread is once more "in our midst," and some restaurants exchange a wedge of pie for a nickel.

Price is going to cut much ice in the near future. A small price will cast a big shadow on the land. A real bargain will attract people as a molasses barrel lures the hungry flies.

Price cutting is to be condemned, and I do not recommend it. But modest profits are not price cutting.

Why cannot you take three or four lines of your goods which sell to the proletariat, price them upon the basis of modest profits, and make loud and long blasts on the trumpet of publicity to this effect:

"Ho ye, ho ye!" you will say. "Come hither, merry smokers, who would fain obtain large returns for small money. Come and see my specialties. They are fine and brave and of good repute. They lead those who smoke them into the garden of Great Delights. They make smiles play upon the face and drown dull care in the waters of its own tears.

"Note the smallness of my prices. A profit I have, to be sure, but it is small and thin and lean. The saving is yours. The sacrifice is mine. But I am content because I value your good will."

Are you making money? Have you tried any scheme stunt, advertising idea, window dressing idea, side lines, or anything, usual or unusual, which has enlarged your sales and increased the profits of your business?

If so, take your pen in hand and write the particulars to this Business Building Department, so we can pass on the idea to some of the working, struggling and sorely-tried members of the fraternity.

"The n-e-r-v-e of this fellow!" I hear you say. "To expect me to give away my idea and make it common, perhaps even to my competitor."

(*Continued on Page 22*)

Display the New Vacuum Container

Penn's spells quality. Why?

Because

Penn's is packed *air-tight* in the patented new container—the quality is sealed in.

So Penn's is always fresh—an entirely new idea for chewing tobacco.

Ask your customers if they have ever chewed fresh tobacco.

Then ask them to try Penn's. Ask them to notice the fine condition.

Guaranteed by

© The American Tobacco Co. INCORPORATED

CIGAR RECAPITULATION, 1921.

CLASS A

	1920	1921	
January	170,565,553	127,046,233	
February	138,897,555	130,855,758	
March	167,420,148	155,633,318	
April	146,759,900	152,850,500	
May	147,912,043	159,780,608	
June	159,795,828	186,237,048	
July	151,770,620	176,751,933	
August	138,000,545	201,629,692	
September	145,712,535	201,073,775	
October	152,258,022	205,160,690	
November	154,273,685	195,534,715	
December	119,334,440	150,970,682	
	1,792,700,874	2,043,524,952	Increase 250,824,078

CLASS B

	1920	1921	
January	221,448,583	147,316,658	
February	202,510,343	162,516,762	
March	240,533,657	168,066,457	
April	215,438,322	159,156,070	
May	222,030,038	150,980,720	
June	224,164,763	169,709,028	
July	213,627,435	153,840,760	
August	210,436,725	170,686,352	
September	206,225,327	168,818,445	
October	203,664,076	167,235,283	
November	192,539,495	158,201,200	
December	148,353,487	106,688,605	
	2,500,972,251	1,883,216,340	Decrease 617,755,911

CLASS C

	1920	1921	
January	260,904,724	176,891,250	
February	238,645,677	187,282,281	
March	327,338,906	217,194,600	
April	289,461,332	219,252,338	
May	296,430,341	229,053,919	
June	312,064,900	247,219,610	
July	302,040,032	223,122,594	
August	307,678,786	236,472,764	
September	307,327,247	231,023,592	
October	326,142,610	248,419,099	
November	295,793,200	245,148,492	
December	217,745,076	191,602,916	
	3,481,572,831	2,652,683,455	Decrease 828,889,376

CLASS D

	1920	1921	
January	8,410,430	9,718,079	
February	9,422,942	13,097,216	
March	12,066,803	17,527,302	
April	7,945,714	14,402,980	
May	6,583,475	13,449,826	
June	7,503,593	13,226,986	
July	8,271,143	9,136,097	
August	11,292,505	11,154,806	
September	13,058,542	11,100,720	
October	16,727,515	11,888,158	
November	18,147,135	12,398,440	
December	16,652,932	10,724,998	
	136,082,729	147,825,608	Increase 11,742,879

CLASS E

	1920	1921	
January	2,304,953	1,825,819	
February	4,355,683	2,972,465	
March	5,880,444	2,922,022	
April	3,972,311	2,441,615	
May	3,271,931	2,232,047	
June	4,583,200	2,102,430	
July	3,042,726	1,753,413	
August	4,611,728	2,095,419	
September	6,316,465	2,411,297	
October	6,006,866	3,104,467	
November	7,306,500	3,968,411	
December	4,040,200	3,676,608	
	55,693,007	31,506,013	Decrease 24,186,994

	Increases		Decreases
Class A	250,824,078	Class B	617,755,911
D	11,742,879	C	828,889,376
	262,566,957	E	24,186,994
			1,515,832,281

Net decrease in cigar production in 1921 1,208,265,324

LITTLE CIGARS

	1920	1921	
January	58,837,900	64,661,867	
February	43,358,500	64,461,733	
March	55,052,100	70,245,500	
April	56,548,853	56,425,666	
May	59,943,280	55,349,100	
June	52,735,587	50,175,400	
July	51,766,100	47,363,113	
August	48,171,240	53,630,000	
September	50,175,580	55,799,900	
October	60,882,760	60,574,420	
November	57,026,500	52,962,253	
December	47,380,000	44,288,700	
	641,878,400	675,937,652	Increase 34,059,252

SMALL CIGARETTES

	1920	1921	
January	4,528,760,833	3,901,560,330	
February	3,536,117,847	4,119,376,533	
March	4,373,778,917	4,470,292,160	
April	3,756,989,397	3,801,672,057	
May	3,953,345,380	4,136,084,890	
June	4,082,834,583	4,219,727,623	
July	3,053,336,563	4,189,790,267	
August	3,569,397,443	5,130,577,133	
September	3,557,482,503	4,791,397,910	
October	3,840,334,806	4,877,825,880	
November	3,529,200,006	4,229,401,957	
December	2,816,818,050	2,995,934,873	
	44,598,396,328	50,863,641,613	Increase 6,265,245,285

SMOKING TOBACCO

	1920	1921	
January	33,608,313	24,750,240	
February	31,531,460	27,096,592	
March	38,422,481	32,209,842	
April	34,327,970	28,399,953	
May	34,875,839	28,671,501	
June	34,498,164	31,737,525	
July	31,011,335	28,752,659	
August	32,164,734	33,601,590	
September	32,118,950	31,488,809	
October	27,146,238	33,718,294	
November	18,525,750	27,747,196	
December	15,457,561	22,057,104	
	363,688,795	350,231,355	Decrease 13,457,440 pounds.

MANAGING DIRECTOR DUSHKIND AT HIS DESK

Charles Dushkind, managing director of the Tobacco Merchants' Association, who has been indisposed as a result of an attack of influenza, is again about and has been working at his desk despite the cautions of his physician. The members of the T. M. A. will be delighted to learn of the speedy recovery of their managing director, whose efforts have been so successfully expended in the development of this national trade organization.

HENRY I. DURLACH PASSES AWAY

Henry I. Durlach, member of the firm of Durlach Bros., widely known importers of Porto Rican tobacco, died on the morning of the 7th at the Hotel Hamilton, New York. Mr. Durlach was fifty-five years old and had been engaged in the leaf tobacco business for more than a score of years.

MATHYS, ZADES & CO.
Exporters of Oriental Leaf Tobaccos
from
MACEDONIA—SMYRNA—GREECE AND THE BLACK SEA
Tobaccos from these districts always in stock at our Antwerp warehouse
Please write for Price List and Samples and compare our prices with the competition.
Head Office ANTWERP Belgium

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CIGARETTE PACKING MACHINES
Nearly a half century ago the original Cigarette Making Machine was offered by our Company to the manufacturers, thereby revolutionizing the Cigarette Industry.
Since then we have grown and developed, by serving the interests of our customers.
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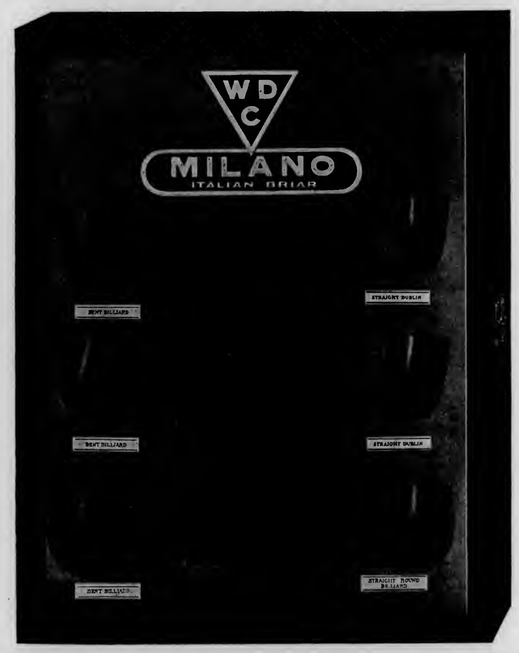
C. H. S. CIGARS
The Best
5c and 10c
HAVANA CIGARS
in the World
MADE-IN-TAMPA
BY
VAL. M. ANTUONO



A New WDC Offering
It is no secret that more men are smoking fine pipes. W D C Milano "Extra" Selected Italian Briar Pipes are today being stocked by progressive jobbers and retailers.
Milano Extra Combination No. 30303
consists of one piece each of six popular shapes of Milano "Extra" Selected Italian Briar Pipes, on a white plush board, in a glass-covered counter display case, and one piece of each number packed separately, making a total of one dozen pipes in this combination.
The bowls are made of superfine selection of the finest quality Italian Briar Root and are guaranteed against cracking or burning through. They are flush mounted with highest quality solid vulcanite bits, and are fitted with sanitary aluminum removable "Katch-All" tubes. Each pipe is packed in a cloth bag and in an individual box.
MR. JOBBER:—The Milano is a fine line that offers you a legitimate profit. Write for a sample of No. 30303 Combination. We'll gladly give you the benefit of a sales plan that will increase your sale of fine goods at a minimum investment.
MR. RETAILER:—If you are unable to buy the Milano from your local jobber, write us for the name of a progressive distributor now handling this nationally famous line.
WM. DEMUTH & CO.
NEW YORK
The World's Largest Makers of Fine Pipes

LA DEMOCRACIA *LA AMO*

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MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

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MADE IN EIGHT SIZES
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TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"

Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

News From Congress

(*Continued from Page 8*)

"If the hardships of unemployment and its attendant evils are to be removed, it is essential that there shall be a prompt return to a policy of protection for American labor on the farm, in the mines and in the factory; and to make such protection effective under the new and altogether unprecedented economic conditions now prevailing in competing countries, it is imperative that the American valuation method of assessing *ad valorem* duties shall be incorporated as a basic administrative principle of the tariff act, as by so doing there will be placed on the statute books an operative enforceable law, as against the present inoperative and non-enforceable law.

"The opposition to the American valuation plan is essentially an opposition to the substitution of protective tariff rates in the place of the revenue rates of the act of 1913. All other reasons for opposing that method of assessing duties have been effectively refuted. The fundamental issue is now narrowed to the mere question of whether the tariff policy of the country shall be one for revenue only or one for such protection as will assure employment for American labor.

"This convention, representative of the great industrial activities of the country, joins with those innumerable organizations which have already spoken in approval of the American valuation plan of assessing the duties on imports, and in urging immediate revision of the tariff laws for the purpose of providing needed protection for the labor of manufacture, agriculture and mining.

"We respectfully urge that the provisions of the pending Fordney tariff bill be retained that provide for American valuation by American appraisers in America."

The necessity of providing some form of agricultural insurance is receiving consideration both in the House and the Senate and it is probable that some legislation will be enacted before the end of the session to take care of this subject. In the House, Representative King, of Illinois, has introduced a bill providing for the establishment of a Bureau of Farm Risk Insurance in the Treasury Department to insure growing crops of non-perishable products against loss or damage by the action of the elements.

In the Senate the Committee on Agriculture has announced that in the near future a hearing will be held to determine the necessity for a Bureau of Crop Insurance, which would probably be placed under the Department of Agriculture. The sub-committee on agricultural insurance has made a report recommending this investigation. It is pointed out that the Government through scientific research has provided safeguards for agriculture against plant diseases, but that farmers are subject to the hazard of loss through insect depredation or other pests, or loss from the elements against which they have at present no means of protection. It is believed that the providing of such protection would greatly stableize and materially improve credit risk of our national agriculture.

Crop insurance is not a new idea, several commercial insurance companies having tried it out. In the case of these companies, however, lack of experience upon which to make rates made the experiment unsuccessful, but it is believed that the Government could provide some form of insurance at a very low cost to the grower.

Tampa Letter

(*Continued from Page 9*)

combined trip of business and pleasure. They will remain there from twelve to fifteen days, and will return to Tampa, from where Mr. Strauss will proceed to Chicago to push business with renewed vigor.

The writer has had the pleasure to visit Val M. Antuono at his factory and have a chat with that veteran maker of the "C. H. S." cigar; and when I say the pleasure, it is not a rhetoric phrase, for it is a real pleasure for any one to meet and shake hands with a self-made man of Mr. Antuono's type, who from the humble bench of a cigar-maker, has raised himself to the highest rank among the captains of the cigar industry. Mr. Antuono, answering the clamor for a five-cent cigar from his old customers, is now making one that will fill their need in part; for there is no money for him in rendering this service, and he is not desirous of making more of these cigars than is absolutely necessary to accommodate his standing trade. This is a commendable example. More men of the standard of Val Antuono, is what the industry sorely needs.

I hope it will not be a breach of trust to confide to the readers of THE TOBACCO WORLD that at a private picnic to be enjoyed next Sunday by the new and old members of the Board of Directors of the Cigar Manufacturers' Association, a surprise will be put on Enrique Pendas, in the shape of a present in token of the appreciation of the Association for his long, faithful and valued services to the welfare of the Association and the cigar industry in general. Mr. Pendas is the indisputable leader of the Tampa cigar industry; he has devoted the best part of his life to its service, and there is nowhere a more capable and consistent defender of its interests in every occasion and in every direction. This act of gratitude and recognition of his merits, will honor the givers as well as the receiver; for gratitude and justice are very scarce virtues nowadays.

VERITAS.

"ROBERT EMMET" AMBASSADOR IN TOWN

Vice-president Tom Monroe, of the Spietz Cigar Co., manufacturers of the "Robert Emmet" cigar was a local visitor on Monday. He held a conference with the local jobbers, Dusel, Goodloe & Co., and factory representative W. Taylor Marshall. Mr. Monroe is highly pleased with the distribution secured thus far on the brand.

"FLU" PUTS MANUEL PEREZ TO BED

Manuel Perez, of Marcelino Perez & Co., who recently returned from a visit to the factory in Tampa, is confined to his bed with an attack of influenza. Therefore the New York Chief of the "Tuval" domain is able to continue his plans for a big year without the interruption of the cares of the office. All his friends wish him a speedy recovery.

Ralph Falkner, formerly with the Havana Production Company, has joined the sales forces of Gradiaz, Annis & Company, and cover a large slice of Southern territory for that firm.

Julius Klorfein has returned to New York after a trip through the West in the interests of "Garcia Grande."

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

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HAVANA CIGARS
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Every Bayuk Cigar
is made to four square
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BAYUK INIMITABLE BLEND and
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HAVANA RIBBON CHARLES THOMSON
PHILADELPHIA HAND MADE
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THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
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MANUFACTURED BY
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FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
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TAMPA, FLA.
OFFICE
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NEW YOPK

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA
CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

Business Building

(*Continued from Page 16*)

It does look nervy, to be sure, and absurd for you to give it away. But listen! It won't hurt you. It will even do you good. For there is a mysterious law of nature, which reads that the only way to keep anything is to give it away. In some manner, if you would do as suggested above, you will benefit. It will make a better business man of you—broader, bigger, more successful. This is not my mere opinion. It is a fact, proven by many examples. Therefore I await with confidence an interesting and instructive letter for this department.

If you want to increase your business, search for selling ideas. Something a little different, a trifle odd, a slight departure from the ordinary.

A little idea was the salvation of a soap salesman, selling from door to door. He received the marble hand, the icy stare. Nothing doing. No sales. And his chin dragged the ground.

He dug in for an idea and found it. Bought two towels; soiled 'em both with mud and dirt. Washed one white as snow. Showed them to housewives, explaining that his soap, with its remarkable cleansing properties, changed dirty clothes to snow-white clean ones.

The ladies listened. They were interested. They bought, and bought right abundantly. And they turned his sorrow to joy, even as his soap turned dirty clothes to clean.

If you can but dig out some idea—some little dinkey insignificant idea—that will get under the hide of folks, and cause them to look with favor on your goods, it may boom your trade to an unbelievable extent. It may work wonders for you.

Read your trade paper, seeking ideas. Talk to salesmen and ask them a million questions. Put a meddlesome yeast cake in your brain and cause it to ferment thoughts. And great may be your reward.

"DOC" ROSEBRO VISITS NEW YORK

W. W. (Doc) Rosebro, president of F. Vega & Co., manufacturers of the "Las Vegas" brand, arrived in New York from Detroit, last week. He is accompanied by Samuel Litz, also of F. Vega & Co.

PRESIDENT HARDING SMOKES PIPE

The pipe which President Harding was smoking with such evident enjoyment when he entered the rooms of the National Press Club recently was one of a set of four presented to him a few weeks ago by Alfred Dunhill, of England. The roots used for the President's pipes were one hundred years old, the choicest among the Mediterranean bruyere from which pipes of this class are made. The President's set is one of the finest in the United States. There are two straight-grain and two shell bowls, and the workmanship is exquisite.

Lloyd-George and Marshall Foch are other examples of world leaders who smoke a pipe. The British premier is constantly seen with his, and during his recent tour of the United States Marshall Foch siezed every opportunity to take his pipe from his pocket for a few puffs.

The Fibre Container For Tobacco Products

B. C. Tamlin

(In every case where the term "fibre containers" is used in this article, it means both corrugated containers and solid fibre containers. This explanation is made for the reason that in the trade the word "fibre" is sometimes used to indicate solid fibre only.)

THE ADOPTION of the fibre shipping case for practicallly all kinds of commodities is the result of a demand by shippers for a lightweight, strong and safe container that could be purchased at a moderate price. A contributing factor to its adoption was the high cost of the wooden case, probably influenced by the ever-increasing shortage of lumber and the distance it must be hauled.

To further increase the efficiency of the fibre case, every detail in its manufacture and use is closely studied. In developing the perfect package, four important factors are given especially close consideration: First, the quality of the raw materials; second, the workmanship on the container; third, the packing of the article inside the container, and, fourth the closing or sealing of the container. As to the quality of the raw materials, the fibre box manufacturers insist that they come up to a required test. Corrugating machines for the manufacture of corrugated board and pasters for the manufacture of solid fibreboard have been brought up to a high state of perfection, with the result that the board is produced in enormous volume, and by reason of this quantity production, the cost of the boxes is relatively low.

There are many different kinds of corrugated and solid fibre boxes, such as one-piece (the slotted carton), two-piece, three-piece, etc. Manufacturers take into consideration the protection needed for the article to be shipped, whether it is to be shipped by freight, express or parcel post, and its size and shape. There are also different strengths of containers required by the freight and express classifications: namely, 175 lbs. test, 200 lbs. test and 275 lbs. test. After the question of the kind of container to be used has been decided, it is then necessary to figure exactly what kind of inner packing should be employed. In some cases it is necessary to use partitions, pads and liners, while in others scored shells and wrappers are ued.

Light Weight of Container Reduces Transportation Costs

A striking advantage in favor of the fibre box, and this applies to both corrugated and solid fibre boxes, is its light weight. In some instances where fibre boxes have been designed to take the place of wooden boxes or crates, the shipping weight of the package and contents has been reduced as much as 50 per cent. On account of this saving in freight charges, progressive firms which have adopted the fibre package are in position to lay down their product at destination at a cost below that of their competitors who use heavier containers.

Methods of Closing or Sealing

Various methods of closing or sealing fibre boxes are employed. Where the boxes are used in sufficient quantity to justify it, electrically-operated sealing machines have been adopted. They may be effectively sealed with silicate of soda by hand with a brush, or with paper sealing strips. A popular method of closing solid fibre boxes is by riveting, stapling or stitching the flaps. Each method may be said to have its advantages, and in each instance the cost is quite low.

Require Minimum Amount of Storage Space

From the fact that fibre boxes are shipped flat and stored in the shipper's warehouse in that form, they take up much less room than the types of containers which are shipped set-up. They also save the shipper considerable overhead expense by reason of the lesser amount of space they occupy. The fibre box can be set up and the shipment packed in it easily and quickly by inexpert labor.

Insure Cleanliness to Contents

Fibre containers being practically air-tight and moisture-proof and being sealed as they are, to protect their contents from outside contamination, such as dirt, moisture, etc. They also tend to eliminate concealed pilferage as it is almost impossible to open the case and take out part of the contents without this being plainly apparent.

A Forceful Advertising Medium

That the fibre case provides the best possible advertising medium has long been conceded. Practically all users of fibre containers are taking advantage of this valuable form of advertising, due to the small additional cost at which attractive printing, including trade-marks, may be placed on the containers, often in several colors. There is no question but that this form of advertising lends distinctiveness to a shipper's product.

Lower Rating on Cigars Shipped in Corrugated and Solid Fibre Containers in Southern Classification Territory

Of particular interest to cigar shippers in Southern Classification territory is the recent decision of the Southern Classification Committee to reduce the rating on cigars in corrugated and solid fibre containers from three times first class to first class, thus making the rating the same as when the shipment is made in wooden containers, and making it uniform with the rating in Official and Western territories. As far as is known, there has been no reason for this discrimination in Southern territory other than the lack of pressure on the part of shippers for a more equitable rating.

Research Work

It has come to our attention that some shippers of tobacco products have not as yet acquainted themselves with the superiority of the fibre container for this class of shipments. It is probable that some shippers who have not given the fibre container a trial, feel that it would not be strong enough or that it would be more easily pilfered. As a matter of fact it would be very difficult to induce shippers who have gone over to corrugated or solid fibre for cigars, cigarettes, etc., to go back to their old packing methods. They know from experience that the properly constructed fibre container not only gets the goods to their customer in better and cleaner shape, but is much less liable to pilferage, due to the fact that it is tightly sealed.

(*Continued on Page 24*)

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century
Two For 15 Cents
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

(*Continued from Page 23*)

For any shipper who may be in doubt of the efficiency of the fibre container, The National Association of Corrugated and Fibre Box Manufacturers, 1821-22 Republic Building, Chicago, Illinois, offers the services of a fully equipped sample department and box-testing laboratory, which is in charge of a research director adequately trained to render prompt and satisfactory service. In this laboratory is a large testing drum such as is used by the United States Department of Agriculture in its laboratory at Madison, Wisconsin. After a container has been designed, it is tested in this drum and otherwise to determine whether it will do the work as it should, and if not, what changes are necessary. In many cases several types of corrugated and solid fibre containers are designed and tested at the same time in order to determine without delay the type of construction best adapted to the article to be shipped.

It may be of interest to shippers who are not familiar with the testing drum referred to, to know something about its appearance and action. The accompanying cut gives a clear idea of the appearance of the drum. This drum is motor-driven, seven feet in diameter, supported on a frame, the operation being somewhat similar to a Ferris wheel. It is hexagonal and so geared as to make two complete revolutions per minute. This means that each box tested receives twelve falls per minute, averaging nearly four feet.

The Testing Drum.

The inner sides of the drum are lined with steel and are irregular in shape, in addition to being fitted with various hazards which cause the box to be jolted, jarred, scuffed and punched in every conceivable manner. These hazards consist of steel-covered boards, some forming angles which hold the box momentarily, thereby causing a precipitate fall, sometimes over four feet. Other hazards cause the box to fall from one side of the drum to the other, the general purpose being to keep the box turning after each fall so as to expose the entire surface.

The box is in continuous motion and receives incessant shocks except during the few moments it may be caught in an angle hazard, and the longer the box is held in the angle, the further and more violent the succeeding drop. The hazard which ultimately seems to cause the most serious damage to the box and contents is a metal casting about eighteen inches in diameter at base, tapering up to a small knob.

The physical tests employed to prove the type of container and inner packing which will, to the greatest extent, lessen the liability to damage, are far more severe than shipments would ordinarily be subjected to in actual transportation. However, they afford means of comparing the relative efficiency of the containers and packing used, and this in a comparatively short period of time.

After the tests are completed and the research director of the association has made his findings, the shipment is returned to the manufacturer in the type of container and packed in the manner proved to be best for the purpose. A detailed letter of explanation is also sent to the shipper, informing him of the tests made and the reasons for arriving at the indicated conclusions.

Inside Packing an Important Factor

The work of the research department does not end with the construction of the shipping case. In most cases where shippers put their shipping problems up to The National Association with a view to securing an improved container, there is some definite fault in their present method of shipping, which must be corrected. The inside protection to the article is of paramount importance, and here is where the fine points of research work come in.

To illustrate the diversified problems presented to the research department, it may be mentioned that boxes recently have been designed to carry such articles as candy in glass jars, automobile radiators, rubber tubing, chemical closets, etc. All of this work is done in the interest of the industry, shippers and carriers, and without charge.

When the fibre container was first introduced it was not thought possible for it to become available for anything but light shipments. It was soon proved, however, that this was an incorrect supposition and in recent years particularly, more and more shippers have adopted it for their products because of the obvious advantages it offers. With the service that may be obtained at this time in the various research laboratories of associations and others, it is very easy for a shipper to determine whether or not the fibre container is adaptable to his product, and if so, the exact type he should use.

In concluding this article the writer desires to invite shippers of tobacco and tobacco products to use the facilities of the research laboratory of The National Association of Corrugated and Fibre Box Manufacturers to the fullest extent. Problems submitted will be given prompt and careful attention and recommendations will be made only after the most thorough consideration of all the questions involved.

AMERICAN BOX SUPPLY COMPANY BUYS LOUIS HEITMANN COMPANY'S LITHOGRAPHIC STOCK

Following the sale of the assets of the Louis Heitmann Company, Dayton, O., the American Box Supply Company, of Detroit, Mich., purchased all the labels, bands and advertising matter, including the following brands: "Tamparetta," "Colonita," "Garcia Alta," "Literary Digest." "City National," "Swastika," "Colonel Astor," "Pan American," "Ja-Da," "Java Import," "Plinius," "Monda Cuba," "Home Spun" and "San Phillipi."

Samples of these and other brands can be obtained by writing direct to the American Box Supply Company, 2309 Russell Street, Detroit, Mich.

At the sale the entire plant, building, equipment, supplies, etc., were purchased by the Hoffman Leaf Tobacco Company. The building has since been resold to a furrier and all supplies and equipment disposed of.

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO RICO
WITH · TOBACCO · GROWN · AND · OTHER · TOBACCOS
MEDIO CENTIMO
HALF OF ONE CENT

YOU CAN NOW TELL
exactly the origin of
Porto Rican Tobacco
by examining the
GUARANTEE STAMP
which must be affixed to every bale or barrel of Tobacco or Scraps and also to all boxes of Cigars
SOLD IN THE UNITED STATES

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GOBIERNO · DE · PUERTO RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
THIS · STAMP · GUARANTEES · THAT · THE · TOBACCO · CONTAINED
ESTA · ESTAMPA · GARANTIZA · QUE · EL · TABACO · CONTENIDO
IN · THIS · PACKAGE · IS · OF · GENUINE · PORTO · RICAN · GROWTH.
EN · ESTE · ENVASE · ES · GENUINAMENTE · DE · PUERTO · RICO.

THERE ARE SIX STAMPS
3 for Tobacco and 3 for Cigars

TOBACCO:
WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

CIGARS:
WHITE—Manufactured in P. R. with Tobacco produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other Tobacco.
PINK—Manufactured in P. R. with Tobacco not a product of P. R.

For Information call or write
GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
J. F. VAZQUEZ, Agent
126 Maiden Lane - - New York City
Telephone, John 1379

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
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GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
MEDIO CENTIMO
HALF OF ONE CENT

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

INITIAL:—42,413. For cigars, cigarettes, cheroots and tobacco. December 2, 1921. I. Frohlich, Kansas City, Mo.

FROHLICHS INITIAL F:—42,414. For cigars, cigarettes, cheroots and tobacco. December 12, 1921. I. Frohlich, Kansas City, Mo.

BEN AKIBA:—42,415. For all tobacco products. December 23, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

LA BUSENTA:—42,416. For all tobacco products. December 14, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

INVICTUS:—42,417. For all tobacco products. December 14, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

GREY GULL:—42,418. For all tobacco products. December 3, 1921. The American Litho. Co., New York City.

LA JERITZA:—42,419. For all tobacco products. January 23, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

WEGMAN'S SPECIAL:—42,420. For cigars. January 16, 1922. E. Wegman, Tampa, Fla.

CROATION BEAUTY:—42,421. For all tobacco products. December 31, 1921. L. Kunka, Chicago, Ill.

OCEAN HIGHWAY:—42,422. For cigars. January 23, 1922. C. B. Henschel Mfg. Co., Milwaukee, Wis.

MAHONING NATURAL SCRAP:—42,423. For scrap tobacco. January 18, 1922. David H. Haney, Danville, Pa.

TINO PATTIERA:—42,424. For all tobacco products. January 24, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

ROSA RAISA:—42,425. For all tobacco products. January 24, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

FLOWER GARCIA:—42,429. For cigars. January 23, 1922. M. & D. Dastin, New York City.

SIR ERNEST SHACKLETON:—42,431. For all tobacco products. January 31, 1922. American Litho. Co., New York City.

SEMPER IDEM:—42,432. For cigars only. December 21, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

VISCOUNT BRYCE:—42,433. For all tobacco products. January 27, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

PRE-WAR:—42,434. For cigars only. January 27, 1922. Eugene P Gillespie, York, Pa.

TRANSFERS

CLEVER FIVE:—12,455 (Tobacco World). For cigars. Registered February 20, 1899, by H. J. Fleishhauer, Philadelphia, Pa. Transferred to Morris Marks, Philadelphia, Pa., and re-transferred to J. Altman, Philadelphia, Pa.

MARGATE:—38,814 (United Registation Bureau). For cigars, cigarettes, cheroots and tobacco. Registered August 7, 1914, by American Litho. Co., New York City. By various transfers acquired by The Deisel-Wemmer Co., Lima, O., on January 25, 1922.

LORD BYRON:—40,430 (Tobacco Merchants' Association). For all tobacco products. Registered October 25, 1917, by Havana Production Co., Inc., New York City (the ownership of this trademark is based upon a transfer from Edward Wodiska to the transferror). Transferred to B. G. Metelmann, New York City, on January 4, 1922.

MASTER BLEND:—24,556 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered June 20, 1912, by Geo. Schneider, St. Joe, Michigan. Transferred to Chicago Box Co., Chicago, Ill., and re-transferred to American Box Supply Co., Detroit, Michigan, on January 10, 1922.

CORRECTED PUBLICATION.

AMBIS:—42,376. For cigarettes only. November 4, 1921. Superior Cigarette Mfg. Co., Inc., New York City.

SUMATRA INSCRIPTION DATES NAMED

The date of the first Sumatra inscription in Amsterdam has been announced as April 28 and the second is scheduled for May 5, according to cable advices received.

GARCIA & VEGA IN NEW QUARTERS

Following the closing of their factory on East Houston Street, New York, Garcia & Vega have moved their offices to the building at 1452 Broadway, corner of Forty-first and Broadway. The firm will devote their entire efforts to their made-in-bond products, manufactured in Tampa.

DEARSTYNES BUY NEW HOME

Dearstyne Brothers Tobacco Company, Albany, N. Y., have recently purchased the building at the corner of Steuben Street and Broadway. The purchase price is said to have been about $100,000. Eventually the entire wholesale business of the firm will be moved to the new building.

LUBETSKY BROS. INCORPORATE

Corporation papers have been issued by the State of Michigan to Lubetsky Bros. & Kleiner, under the name of the Lubetsky-Kleiner Cigar Company. They are located in Grand Rapids, Mich. The capital stock is said to be $100,000 preferred and $40,000 common.

E. HOFFMAN CO. ABSORBS PALEY-BONHAM

The E. Hoffman Company, widely known cigar and tobacco distributors of Chicago, has recently absorbed the Paley-Bonham Company, also of that city, distributors of the "La Palina" brand in Illinois outside of Chicago. Louis Neumann retires as president of the E. Hoffman Company and is succeeded by Otto Schaefer. William Paley, a brother of Samuel and Jake Paley, of the Congress Cigar Company, becomes vice-president and treasurer.

NEW OFFICES FOR CONSOLIDATED

The Consolidated Cigar Corporation has recently leased space on the seventeenth floor of the Heckscher Building at Fifty-seventh Street and Fifth Avenue, New York, and will establish their general offices in this location. No announcement has been made as to when the new quarters will be occupied.

MANUEL ALVAREZ DEAD

Manuel Alvarez, widely known Porto Rican leaf merchant, died on the 29th at his home in Brooklyn. The deceased was fifty-two years old, and is survived by a widow and two daughters.

The Tobacco World

Established 1881

VOLUME 42 FEBRUARY 15, 1922 No.4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
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26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

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LITHOGRAPHING CO. INC.
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

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American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
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SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
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YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

OUR
1921 CROP
OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

We invite inspection at our offices, or samples cheerfully forwarded upon application

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

MARCH 1, 1922

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VOLUME 42 No. 5

THE TOBACCO WORLD

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GOOD CIGAR

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MADE IN SIX SIZES
10 cents and up
DUPLICATES WHEREVER SOLD
MANUFACTURED BY
F. VEGA & COMPANY
Detroit, Mich.

JOHN HULL
A PLEASING CIGAR

IMPORTED SUMATRA WRAPPER
LONG FILLER
LARGE PERFECTO
2 for 15 cents
DELIGHTS ALL SMOKERS
MANUFACTURED BY
MEYER & MOHASKE
Detroit, Mich.

DISTRIBUTORS FOR MICHIGAN
WORTH CIGAR COMPANY
2311 Russell Street, Detroit, Michigan

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Let Fatima smokers tell you

"Nothing else will do"

FATIMA
CIGARETTES

—just taste the difference!

Liggett & Myers Tobacco Co.

SHEIP & VANDEGRIFT
INCORPORATED
ASA W. VANDEGRIFT, President

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QUALITY AND SERVICE

812-832 N. Lawrence St Philadelphia, Pa.

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J. G. DILL CO.,
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ABOVE ALL BOLD

NOW
2 for 15c

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Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

WATCH YOUR BARRELS AND BALES

WHEN BUYING PORTO RICAN TOBACCO

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THE EXACT SOURCE OF

ALL TOBACCO EXPORTED FROM THAT ISLAND

TOBACCO STAMPS:
White—Genuine Porto Rican growth.
Blue— Mixture of Tobacco grown in P. R. and other countries.
Pink— Tobacco of foreign growth.

CIGAR STAMPS:
White—Mfd. in P. R. with Tobacco produced in P. R.
Blue— Mfd. in P. R. with Porto Rican and other Tobacco.
Pink— Mfd. in P. R. with Tobacco not a product of P. R.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

TAKE NOTICE THAT
Every package containing Tobacco Leaf, Scrap, or Cigars, either for domestic use or for export, must display a GUARANTEE STAMP.

The buyer of Tobacco or Cigars can now tell whether he is getting genuine Porto Rican Tobacco or an inferior Tobacco shipped into the Island and reshipped as Porto Rican.

Information about Guarantee Stamps or Porto Rican Tobacco gladly given.

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126 Maiden Lane J. F. VAZQUEZ, Agent New York City
Tel. John 1379. Cable Address: GARANTOBA

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

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PHILADELPHIA —— EST. 1850

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WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

WANTED TO PURCHASE—Discontinued Labels in any quantities. State quantity and price. Address Box 443, care of "Tobacco World."

WANTED—TOBACCO SCRAP MACHINE. Strickler make preferred. Address Box 33, Dallastown, Pa.

The Tobacco World
Established 1881

VOLUME 42 MARCH 1, 1922 No.5

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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Display the New Vacuum Container

Penn's spells quality. Why? Because

Penn's is packed *air-tight* in the patented new container—the quality is sealed in.

So Penn's is always fresh—an entirely new idea for chewing tobacco.

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Then ask them to try Penn's. Ask them to notice the fine condition.

Guaranteed by
The American Tobacco Co.
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ROBERT EMMET
CIGARS

20 Million in 1921
40 Million in 1922

ABOUT two years ago we started making Robert Emmets in one small factory.

Today we have the original factory and two more fine new factories, all trying to keep up with orders.

The blend is responsible for its sensational growth.

BREVAS SIZE 10c

Blended by the Master Blender, Charles J. Spietz

MANUFACTURED BY
SPIETZ CIGAR COMPANY
Harper & Seneca Streets Detroit, Mich.

TO BE CONGRATULATED!

you will admit for our having attained the high perfection of cigar box making. Our quality boxes are now used by many cigar manufacturers.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

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Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Volume 42

THE TOBACCO WORLD

Number 5

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 1, 1922 Foreign $3.50

EDITORIAL COMMENT

WE happened in New York shortly after the election in November when the Hearst papers published their "Deadly Parallel," which showed only the Hearst papers supporting the successful candidates. All other New York dailies were on the other side of the column.

F. P. A., who at that time still conducted the "Conning Tower" for the *Tribune*, facetiously remarked that the failure of the campaign against the successful mayor was due to the fact that all the dailies aligned against Mayor Hylan had failed to observe the oft repeated remark, "Don't shoot above the shoulders; there is nothing there."

All this comes back to us because *Collier's* in their current issue emphasizes the same thought in regard to the revival of business.

Always sane, and highly instructive, this journal heads its editorial, "Above the Ears." Its most brilliant phrase says in regard to 1922 business:

"The important part of the competition will take place not in factories nor in offices, nor on the road; *it will take place above the ears of men.*"

Manufacturers, jobbers, retailers, as you love your businesses and your success, paste this in your hat or any other place where you will see it frequently!

The editorial goes on to say that goods and prices are going to be secondary. The important thing is going to be that by coming into the life of the customer "*we should add to, not detract from, his prosperity.*"

Our supplemental thought is, "Go after the business and give the other fellow something more than prices and merchandise."

To paraphrase an old fundamental law of economics, "If business relations are not mutually beneficial, they are not worth a tinker's dam."

Jobbers and retailers are welcoming with open arms the return of the nickel cigar; in fact it seems as if an army of five-cent brands had descended upon the country. The demand for a five-cent cigar has been insistent because there is a definite consumer market. The question to be answered in the next few months is, How large is this market?

A few firms of established integrity have, after desperate efforts, succeeded in producing a cigar to retail at five cents. The prices to the trade range from $35 to $40 per thousand.

During the flush period when money came easily and in most cases made its exit the same way, a host of five-cent cigar smokers were biting the ends off cigars retailing from fifteen cents to twenty cents each. These smokers became educated to the fact that there was something better than the nickel cigar.

Last year, which was one that hardly belongs in Prosperity's column, the nickel cigar showed progress and made a gain of about a quarter of a billion. And while the 10-cent cigar fell off considerably, nevertheless Class C cigars led production in every month of 1921.

It seems to be pretty well established that the old nickel cigar cannot come back at present. Cigars to sell at a nickel are plentiful. Are these cigars good enough to bring back those smokers who at one time consumed about eighty per cent. of the cigars produced in this country? Back in 1914 a statistical sharp figured out that the cigars selling at ten cents and up represented but twenty per cent. of the country's production. Eighty per cent. were stogies and nickel cigars.

While there is contradiction of every hand we are still of the opinion that there is a definite market for the two for fifteen cent cigars. We point out again that the national nickel sellers of 1914 are in the majority of cases retailing at two for 15 cents today. If it were possible to give 1914 values today for a nickel, a lot of cigar manufacturers would be killed in the rush to accomplish it.

The fact that nearly two billion class B cigars were sold in 1921 seems to indicate to us that the much-argued price consideration is not the whole story. Eight-cent cigars sold in 1921 because they represented a certain value that the smoker was unable to

(*Continued on Page 22*)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

IT is not believed that the activities of the trade organizations of the tobacco industry will be materially affected by the restrictions placed upon such organizations by the informal opinion recently furnished the Secretary of Commerce by Attorney General Daugherty. The activities of trade associations has been the subject of a number of conferences between the two officials, in an effort to determine upon the attitude to be adopted by the Government.

A list of activities covering the major part of the work of such organizations was submitted to the Attorney General by Secretary Hoover. In returning the list the Attorney General declared that such activities would not be considered as violating any law "provided always that whatever is done is not used as a scheme or device to curtail production or enhance prices, and does not have the effect of suppressing competition. It is impossible to determine in advance just what the effect of a plan when put into actual operation may be. This is especially true with reference to trade associations whose members are vitally interested in advancing or, as they term it, stabilizing prices, and who through the medium of the associations are brought into personal contact with each other. Therefore, the expression of the view that the things may be done lawfully is only tentative; and if in the actual practice of any of them it shall develop that competition is suppressed or prices are materially enhanced, this department must treat such a practice as it treats any other one who is violative of the anti-trust act."

The legal activities of a trade association as defined by Mr. Daugherty are as follows:

1. Provided for its members a standard or uniform system of cost accounting and recommend its use, provided that the costs so arrived at by the uniform method are not furnished by the members to each other or by the members to the association and by the latter to the individual members, and provided that no cost is adopted uniformly as to any item of expense.

2. May advocate and provide for uniformity in the use of trade phrases and trade names by its respective members for the purpose of ending confusion in trade expressions and for harmony of construction as to the meaning of trade phrases, names and terms.

3. May, in co-operation with its members, advocate and provide for the standardization of quality and grades of product of such members, to the end that the buying public may know what it is to receive when a particular grade or quality is specified; and may, after standardizing quality and grade, provide standard forms of contract for the purpose of correctly designating the standards of quality and grades of product; and may standardize technical and scientific terms, its processes in production, and its machinery; and may co-operate with its members in determining means for the elimination of wasteful processes in production and distribution and for the raising of ethical standards in trade for the prevention of dishonest practices.

4. May collect credit information as to the financial responsibility, business reputation and standing of those using the products of the industry; and may furnish such information to individual members upon request therefor, provided such information is not used by the association or the members for the purpose of unlawfully establishing so-called "blacklists."

5. May arrange for the handling of the insurance of its members, including fire, industrial, indemnity or group insurance. (In other words, the members of an industry, through the agency of a trade association, can arrange for or place all of the insurance of the members.)

6. May, in co-operation with its members, engage in co-operative advertising for the promotion of trade of the members of that association engaged in the particular industry.

7. May, for and in behalf of its members, engage in the promotion of welfare work in the plants or organizations of its members, which welfare work includes sick benefits and unemployment insurance for employees, uniform arrangements for apprenticeship in trade education, the prevention of accidents and the establishment of an employment department or bureau for co-operation with employees.

8. May, in co-operation with and acting for and in behalf of its members, handle all legislative questions that may affect the particular industry, regarding factories, trades, tariff, taxes, transportation, employers' liability and workmen's compensation, as well as the handling of rate litigation and railroad transportation questions.

9. May, in co-operation with and acting for and in behalf of its members, undertake the promotion of closer relations between the particular industry and the Federal and the State departments of government which may have administration of laws affecting the particular industry in any form.

10. (A) May collect statistics from each member showing his volume of production, his capacity to produce, the wages paid, the consumption of his product in domestic or foreign trade, and his distribution thereof, specifying the volume of distribution by districts, together with his stock, wholesale or retail.

(B) May, on receipt of the individual reports of each member, compile the information in each report into a consolidated statement which shows the total volume of production of the membership, its capacity to produce by districts of production, which, in some instances, includes, a state or less area, the wages by districts of production, the consumption, foreign or domestic, trade by districts, the volume of distribution by districts, and the stocks on hand, wholesale and retail, by districts.

(C) And if, after compiling the information as aforesaid, the information received from the members as well as the combined information is not given by the association to any other person, may then file the combined statement with the Secretary of Commerce for distribution by him to the members of the association through the public press or otherwise and to the public generally and to all persons who may be in any way interested in the product of the industry, it being understood that the individual reports for the members should cover either weekly, monthly, quarterly or longer periods as may be deemed desirable by the members, and, when a period is adopted, the reports shall cover such period.

11. (A) May, at the time it collects the production and distribution statistics above outlined, at the same time have members report the prices they have received for the products they have sold during the period taken, specifying the volume of each grade, brand, size, style or quality, as the case may be, and the price received for the volume so sold in each of the respective districts where the product is sold.

(B) May, without making known to any person the individual price reports of any member, consolidate all of the reports into one, and show the average price received for the total volume of each grade, brand, size, style, or quality, as the case may be; distribute in each district covered by the distribution statistics for the period covered by each individual report.

(C) And may, after making such compilation, send the compiled report as to average price, as aforesaid, to the Secretary of Commerce, to be by him distributed to the public and to any or all persons who may be interested in the particular industry making the report.

It should be noted, in connection with 10 and 11, that the Attorney General, while sanctioning the gathering of statistics for report to the Secretary of Commerce, does not state that such statistics may be disseminated by an organization among its members, who have furnished the figures and borne the cost necessary for their compilation.

The Senate finance committee has practically decided to continue the present system of levying duties upon the basis of the foreign invoice values and, to meet the demands of the manufacturers for increased protection, there will be incorporated in the new tariff bill a section authorizing the President to increase or decrease rates of duty to an extent not to exceed fifty per cent., to meet changing conditions in foreign competition as they develop.

Another provision will authorize the President to reclassify certain commodities should such action appear desirable. For instance, it might be found that an article covered by a basket clause dutiable at 33 per cent. was being imported in quantities which precluded the sale of the same or comparable American merchandise, in which event the President, by proclamation, could remove such article from the basket clause and give it a separate classification and a higher rate of duty. Still another feature of the bill will deal with depreciated currency and would become operative when the foreign money fell below 70 per cent. of par.

The committee is now engaged in preparing the ad valorem rates and it is understood will make a number of changes in the rates adopted by the House. An effort is to be made to have the bill completed and before the Senate early in March.

The centering of the Government's statistical work on tobacco production in one bureau, instead of having it divided among three departments, as at present, was advocated by William M. Steuart, Director of the Census, appearing before the House appropriations committee during its hearing on the appropriation bill for the Department of Commerce.

Mr. Steuart pointed out that his bureau collects reports on stocks of tobacco held by certain classes of manufacturers and dealers, excluding the small concerns. The bureau also publishes an annual report on the tobacco industry, assembling the information from various sources. In addition, the Department of Agriculture prepare estimates of the acreage in and production of tobacco and the Bureau of Internal Revenue collects information concerning stocks of tobacco of different kinds.

The reports of the Department of Agriculture and of the Census Bureau do not always agree. This is not due to any inefficiency in either department but to the fact that the Agricultural Department takes a complete report while the Census Bureau is limited to concerns of a certain size.

Mr. Steuart referred to a Congressional debate centering around the reports of his bureau and of the Department of Agriculture as to the production for 1919, one member, from North Carolina, contending that his state stood first in production while another contended that Tennessee held that place and both were able to prove they were right by using the two reports.

"Some arrangement should be made to have the Federal Government publish only one figure on a certain subject," said Mr. Steuart. "It is more or less demoralizing, it certainly is confusing, to have two bureaus of the Government publishing figures for the total production of tobacco and differing by millions of pounds. Some arrangement should be made to rectify that condition.

"Furthermore, the Bureau of Internal Revenue formerly, and I think they do now, undoubtedly, collected, in connection with their revenue reports, information concerning the stocks of tobacco of different kinds; and some years ago I referred to the fact that these reports, being received by the Bureau of Internal Revenue containing this information, should be used to compile the statistics of the stocks of tobacco; that they were much more authoritative than any reports that the Bureau of the Census could collect. Furthermore, the law governing the work of the Bureau of the Census does not permit the census to collect this information from all dealers, or from all

(*Continued on Page 19*)

TAMPA

Orders for Clear Havanas Show Improvement—Berger Leaves Tampa-Cuba—Salvador Rodriguez Returns—Arango Assets Sold

Tampa, Fla., February 25, 1922.

WITH the passing of the South Florida Fair into history, nothing of a startling nature has come to make a ripple in the surface of the normal life of Tampa. The cigar factories are working as much as could be expected at this time of the year; but inquiries and requests for samples indicate that the cigar trade is commencing to recover from its recent slumber, responding to the favorable reaction of business throughout the country; and that this reaction is of a substantial nature, is evidenced by the fact that the clear Havana manufacturers are those more favored with new and repeated orders and are gradually increasing their forces.

This demand for the better class of cigars may have a double meaning; that is, that not only the financial conditions are improving, but that the public is tired of the cheap trash that has been unloaded on the consumers, and they are longing for the cigar that satisfies the palate and does not affect the nervous system; many are the smokers that are realizing that cheap cigars are a false economy, besides having deprived themselves of the harmless pleasure that a real good cigar affords.

And in talking of good cigars, it is opportune to mention that in its making, there are two essential factors which cannot work right unless they go together; these factors are material and labor. Everybody knows that two cooks, with the same ingredients, may come wide apart in the results and palatability of a given dish. Industries, as a rule, depend to a great extent upon modern improved machinery for good results; the more perfect the machine is, the more perfect the production. But the cigar industry is different from the great majority of the other industries, in that no machine has yet been discovered to substitute the hand of man as a whole. It is true that some auxiliary machines and devices are employed to increase and cheapen the production of cigars with, more or less success; but no mechanical device can take the place of the human mind and skill, when it comes to the point of solving the intricate problems of combining the tobacco leaves in proper lays of blending, and to roll the wrapper snugly around the filler, with the necessary dexterity to allow the exact circulation of air required for perfect combustion, and bring to an artistic finish the shining cylinders destined to emit the blue clouds of perfumed smoke that we call cigars, and which Lord Byron has graphically described as "naked beauties."

With the above or similar considerations in mind, the associated cigar manufacturers of Tampa are endeavoring to systematize the teaching of apprentices in all branches of the industry, with the end in view of creating additional skillful labor, which in fact has been and is the most important factor in the unchallenged superiority of Tampa made cigars. This step will go a long way to develop and stabilize the cigar industry in Tampa; for under proper regulations, the newly taught operatives will be made not only efficient, but trained to counteract the influence of the rash element that has brought so much distress to the industry in the past.

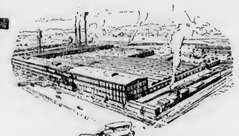
And not only in developing efficiency in cigarmaking, are the associated manufacturers demonstrating their zeal for the good reputation of Tampa as the foremost cigar manufacturing centre. With the adoption of the identification stamp, they have provided for an advertising campaign in the trade papers first, and in the national magazines after, to popularize the stamp, publishing its facsimile so that the public at a glance can distinguish the genuine Tampa cigars from those made elsewhere by unscrupulous parties under the cover of the Tampa name, to slip their spurious goods on the unsuspecting public. The readers of THE TOBACCO WORLD will find in the next issue the advertisement and facsimile of the stamp, and it will do them much good to read the printed matter, and fix in their minds the beautiful engravings of that stamp, designed to protect them in the future against deceivement and imposition.

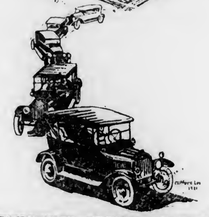
The writer has had a pleasant talk with genial Mariano Alvarez, managing partner of A. Santaella & Co., and found him in his best humor, as he used to be when loaded with work, strange as it may sound. His broad smile burst into a heaty laugh when I mentioned that I had heard the rumor that he was to connect with Jose Gonzalez, Inc., of Fort Myers, and with Gonzalez Menendez & Co., of the same city. "Why, my friend," he said, "I never thought that there would be anybody harboring such murderous intentions against me; to handle the manufacturing end of A. Santaella and Co. is a man's job, and A. Santaella & Co. is the only connection I would countenance outside of my family connections." The profuse apologies of the writer were rewarded with a handful of Optimo "Kings," which incidentally was mentioned by Mr. Alvarez as their best selling size.

At the New York-Tampa Cigar Co. was found Fred Davis busy perfecting plans for a big year. Mr. Davis

(*Continued on Page 20*)

DETROIT





H. L. Wadsworth Heads Worth Cigar Co., Distributors of "Las Vegas" and "John Hull"—"Mike" Stone Sales Manager—Webster Factory Adds Third Floor to Meet Demand for "Websters"—"Bob" Ellis Sending "R. G. Dun" to Front Rapidly—Local Campaign on "R. G. Dun"

DETROIT, MICH., February 25th, 1922.

BUSINESS conditions with the cigar manufacturers and retailers in the city of Detroit are reported to be almost normal; practically all the manufacturers are working to full capacity, unfilled orders for many million cigars are piled foot-high on their desks, which shows that "Detroit-Made" cigars are growing in popular demand throughout the country.

Every place R. I. (Bob) Ellis goes, the good news goes with him, for Bob is optimistic these days, and justly so, about his line of cigars, the "R. G. Dun." The "R. G. Dun" is made in six sizes, a size to please every smoker.

In the city of Detroit "R. G. Dun" is featured in several sizes in the dealers' show cases, and according to Bob they are making more and more friends everywhere. The same can be said of many other cities throughout the country. Bob says, "it is the finest Sumatra-wrapped cigar in the United States," and Bob ought to know, because he has been selling cigars for many years, traveling from the border line of Canada to Gulf of Mexico, and the Atlantic to the Pacific. "Taking it all in all, the 'R. G. Dun' is a good looking cigar—a handsome, hand-made, golden brown smoke," Ellis says, and adds—"It's as good as it looks."

The Bernard Schwartz Cigar Corporation is not only enthusiastic over the product, and the reception it is receiving everywhere, but are very optimistic about business conditions generally. The company is doing a larg business now and is finding it on the increase everywhere.

Merrill G. Soper, seventy-four, proprietor of the M. G. Soper Cigar store, died in Harper Hospital on February 15th, afte a lingering illness of three months. Mr. Soper is survived by his widow.

Born in Batavia, N. Y., on New Year's day, 1848, Mr. Soper spent his early life in Pontiac, and came to Detroit to enter the employ of the Harris Cigar Company, in the old Russell House. The entire span of his business activity for more than fifty years was spent within a radius of two blocks in the heart of Detroit. His store was the "hang out" of many tired business men in the financial section, politicians and financiers prominent in the city's history. Mr. Soper was known to every one as "Mel," and he was a familiar figure in the cigar industry, always wearing a straw hat in the store, summer and winter.

In the death of Mr. Soper the city loses a good citizen of high caliber and sterling qualities, and will be greatly missed in the city's business world.

I dropped into the Detroit Drug Company's main store the other day to have a chat with our good friend Bill Thompson, manager and buyer of the cigar department, and as usual found Bill busy, and wearing the smile of good fellowship. There is one good thing about Bill (besides his ability as manager and buyer), he is always ready and willing to take a little time and grant the weary "peddlers of the weed" an interview, and listen to their tale of "how our brand is selling."

Bill says he has no complaint to make as to business at present as he is getting his share, also adds that he is very optimistic over the future.

The Worth Cigar Company, 2311 Russell Street, report "Las Vegas" cigars, their feature brand, as making good progress, and proving very popular with the smokers. "Las Vegas" cigars are Java-wrapped, Havana-filled, and are unsurpassed in workmanship and quality.

The Cadillac Bowling and Billiard Company have opened their new quarters in the old Light Infantry Armory, 132 East Congress Street. There are ten tables and twenty alleys on two floors. In the former drill hall, with high ceiling and gallery on the three sides, there are twelve alleys. This hall is beautifully equipped for tournaments and exhibitions, with a seating capacity for several hundred people. Maurice Hotchkiss, manager, is ever on the job to greet his many friends, and former patrons, as well as the many new faces who are making daily visits to the new place of recreation.

Arthur Hanauer (Kaufmann Bros. & Bondy), pipes and smokers' articles, is with us again and showing his usual fine line of "Briars" and novelties. Arthur says, "business is very fine in the pipe line."

Herbert V. Mesick (Cuesta, Rey & Co.), Tampa, has been calling on the Detroit clubs and retailers this week, lining up his popular brand of clear Havana which are made-in-Bond.

"When a man changes his brand of cigars he thinks it's another epoch in the affairs of the world."

A twenty-five per cent. reduction on pipes and smokers' articles is advertised in the display windows of the Watkins Cigar Stores Company. Famous makes and shapes of briars are featured at all times by this firm, which is also headquarters for the renowned "Comoy" pipes.

W. I. Burke has resigned from the sales force of the John T. Woodhouse & Co., and is now associated with Bayuk Bros., Inc., and will represent this firm in Saginaw and Bay City territory.

Mort E. Ryan (Harnit & Hewitt & Co.), Toledo, Ohio, was a recent visitor to the city of Detroit, lining up the trade on "La Fendrich" and "Charles Denby" cigars.

Samuel Zinberg, of the "House of Comoy," was a recent visitor to the city of Detroit. Sam was showing a wonderful line of spring styles for the boys who hit the pipe. The Watkins Cigars Store Company are the exclusive agents for the "Comoy" line, which is very popular with Detroit smokers.

John A. Campbell, president of the Wadsworth-Campbell Box Company, has departed for Florida points, to enjoy the balmy breezes and sunshine for a much needed rest. Mr. Campbell is accompanied by Mrs. Campbell and his niece, Miss Margaret Allen of Chicago, who will sojourn in the winter resorts for several weeks before returning north.

R. E. (Doc) Watkins, of the Watkins Cigar Stores Company, who has been confined to his home for several weeks, is steadily improving and on the road to recovery and hopes to be back on the job very soon again.

Harry Rothchild (Cullman Bros.), New York City, has been with us for a few days, calling on the Detroit manufacturers.

George Becker, middle west representative for Park & Tilford, cigar department, is another well known cigar man who sojourned in the city for several days. While here George attended the formal opening of the Worth Cigar Company, which he pronounced a big success. George and Bert Johnson were caught hiding behind the floral decorations engaged in earnest conversation. I wonder if they had a bottle, or a key to the situation?

A. (Sandy) Stuart (Joseph J. Schaefer), manufacturers of Fine Cigars with factories all over Ohio, has been rusticating in our midst for about ten days. Sandy says, "business has been very good with me" and he is looking for a banner year for 1922.

"Golly, but I'se tired!" exclaimed a tall and thin negro, meeting a short and stout friend.

"What you been doin' to get tired"? demanded the other.

"Well," exclaimed the thin one, drawing a deep breath, "over to Brother Smith's dey are measurin' de house for some new carpets. Dey aven't got no yardstick and I'se just exactly six feet tall. So to oblige Brother Smith I'se been a-layin' down and a-gettin' up all over dere house."

Fred Suss (Jacob Langsdorf's Sons, Inc.), "Flor de Langsdorf" cigar, which is Sumatra-wrapped and Havana filler, reports he is getting some nice business on this brand here in the city of Detroit.

Miss Marie A. Smith, formally in charge of the cigar department at Glenn's Pharmacy at the Addison Hotel, and Walter V. Shanley (P. Lorillard Company), the "Murad" potentate, were joined in the holy bonds of matrimony in Detroit, which is their adopted home. Heartiest congratulations. May their path be strewn with roses and all their troubles "be little ones."

At the regular meeting of the Worth Cigar Company on February 15th, the following officers and directors were elected for the ensuing year, viz: H. L. Wadsworth, president; Frank P. Book, vice-president; A. E. Holton, treasurer; E. Loomas, secretary, and Geo. H. Stone, sales-manager. The feature brands of the Worth Cigar Company are the famous "Las Vegas" and "John Hull" cigars, both of these brands are meeting with rapid response from the trade, and are duplicating in sale, whereever placed.

Vincent Dunn (Watkins Cigar Store Company) is confined in St. Mary's Hospital, suffering from an attack of capillary pneumonia. His many friends wish him a speedy recovery.

Samuel Litz, treasurer of F. Vega & Co., has returned from a trip to New York City, where he has been calling on the leaf houses.

Sam Adler (E. Popper & Co., Inc.), "Popper's Ace," is another out-of-town visitor who is giving the city dealers the once-over. Sam reports business very good with him.

J. Chas. Eichorn (Victor Jar Company), manufacturers of glass packages, is hustling around looking after the wants of the manufacturers, who pack cigars in glass. Charles says the glass idea is the fine thing, to keep cigars fine.

Fred P. Oakes (E. H. Gato & Co.), of "Cressida" fame, was registered at the Statler Hotel last week. Fred was laid up with a mild attack of the grip most of the time while here, so his smiling face was seen on the main stem but very little.

A. L. Ullnick (M. J. Lopez & Co.), "Flor de Lopez" cigars, called on the Detroit trade this week.

Seventeen years ago Henry Ford walked the streets of Detroit looking for a cheap chicken for dinner. Now he can trade an auto for a chicken and get boot enough for car fare. Recently he gave a check for $8,000,000 in payment for the property of the Lincoln Motors Company.

"T-R" cigars (Great Lakes Mfg. Co.) have a most attractive window display in the Recreation Building Cigar Store, showing pictures of the famous man for whom these cigars were named, also the Rough-Rider's hat and lasso, combined with the various shapes of this cigar.

At the Webster Cigar Company, production is moving at a rapid rate. President Sam Gilbert began work on a one-story addition to the factory on the 25th. The cigarmakers worked Wednesday, Thursday and Friday nights to make up for Saturday's production, and hot lunches were served the workers each evening. The steel erecters arrived Saturday morning and were under contract to have their work completed by Sunday afternoon at 4 p. m. The entire third floor is to be finished in thirty days. This will increase the capacity of the factory more than fifty per cent. It is badly needed as distributors are writing and wiring almost daily for additional shipments of "Websters."

Harry L. Bassett (Mi Lola Cigar Co.) who has been on the sick list for several weeks, is out again and on the job, doing some fine work on "Mi Lola" cigars. I understand Harry was quite a favorite with the nurses at the hospital. His good humor, wit and ability to tell a snappy story made him in popular demand during his convalescent period, so when he bade the "gang" *au revoir*, they shouted "Learn to say 'Mi Lola.'"

Ralph G. Damon (Ruy Suarez & Co.), "Planco" cigars, is doing some nice work on his brand, and is out

(*Continued on Page 16*)

R.G.DUN
Cigars

"In highest credit wherever good cigars are sold"

THE finest of Sumatra tobacco, wrapped neatly around a mild, mellow Santa Clara Havana filler—there you have the secret of R. G. Dun goodness. . . . Smoke one yourself and enjoy its pleasing aroma—pass one to a seasoned smoker and see how quickly he admits that you are cigar-wise. At any cigar stand in your favorite size.

Manufactured by

BERNARD SCHWARTZ CIGAR CORP.
Detroit, Michigan

(36)

The Model E-1
Universal Wrapper Register
For counting and registering one cut wrappers in pads of fifty cuts $30.00

The Model D-2
Universal Wrapper Register
For counting and registering one and two cut wrappers in pads of fifty cuts $50.00

The Model C-3
Universal Wrapper Register
For counting and registering one, two and three cut wrappers in pads of fifty cuts $70.00

THE "WHYS" OF *The* Universal Tobacco STOCK AND LABOR-SAVING Machines and Devices

TO increase production, to save stock and to reduce labor costs---there you have the reasons behind every Universal Tobacco Machine and Device.

It is but natural that the vast industry of cigar making should use every possible means of supplying its immense market with all possible efficiency and economy. Other great industries do it —why not yours?

The very widespread use of Universal Tobacco Machines and Devices makes competition very hard for those who struggle along under the handicaps of old-fashioned cigar making methods. All are finding it more and more necessary to use every possible scrap of stock, every moment of production time and every bit of human and mechanical labor.

The models shown on this and the opposite page are good examples of how thoroughly the Universal Tobacco Machine Company is simplifying every process of cigar manufacture. Wherever a need appears or wherever a possibility of economy presents itself, this Company may be trusted to meet the situation and thus strengthen the hand of the live manufacturer.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, N. Y., U. S. A.

Factory: Newark, N. J., U. S. A.

THE "HOWS" OF *The* Universal Tobacco LABOR AND STOCK-SAVING Machines and Devices

Model M
Universal Tobacco Stripping and Booking Machine

Model M
Universal (Non-Booking) Tobacco Stripping Machine

Model F
Universal Tobacco Stem Crushing and Booking Machine

Model F
Universal (Non-Booking) Stem Crushing Machine

Model J
Universal Leaf Counting Device

Model K
Universal Gum Cleaning Device

Model W
Universal Butt Cutting Device

Model E-1
Universal One Plate Wrapper Register

Model D-2
Universal Two Plate Wrapper Register

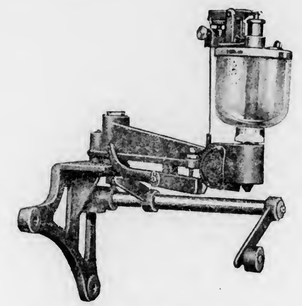
Model C-3
Universal Three Plate Wrapper Register

Model S
Universal Cigar Banding Machine

Universal Tobacco Machine Co.

116 W. 32nd Street, New York, N.Y., U. S. A.

Factory: Newark, N. J., U. S. A.



The Model K Universal Gum Cleaning Device
Keeps the cutting knives of the *Model M* Universal Tobacco Stripping and Booking Machine free from tobacco, gum, dust, sand, etc. . . $25.00

The Model W Universal Tobacco Butt Cutting Device
Extremely simple in construction and easily attachable to either the *Model M* or the *Model F* Universal Machine $15.00

The Model J Universal Tobacco Leaf Counting Device
It counts the stripped leaves only as they are stripped on the *Model M* Universal Machines, and any number desired from 20 to 80 to a pad . . . $50.00

Detroit Letter

(*Continued from Page 11*)

bright and early each day with the order book, and a great line of samples. Ralph has just recently been appointed representative at large for the State of Michigan on "Planco"; he also tells me that his "lantern" is being polished up, for night work.

Out-of-town traveling representatives here recently, who signed the "TOBACCO WORLD" register, *viz.*, Harvey M. Vreeland (Benson & Hedges), A. A. Gumpert (Gumpert Bros.), Joseph Banker (M. Sacks & Co.), Fred Charles (Charles & Co.), Thomas F. Gray (Arguelles, Lopez & Bro.), Herbert W. Coe (Stephano Bros.), Ed. W. Klein (Cortez Cigar Co.), A. L. Ullnick (M. J. Lopez & Co.), Frank D. Patton (Gonzales & Sanchez), Herman Goldwater (R. Gangemi & Co.), E. A. Hecht (Demmi Cigar Co.).

Don't forget to fill out and mail promptly the enclosed subscription blank for the "TOBACCO WORLD"; keep posted on the news relative to the cigar and tobacco industry by reading the "TOBACCO WORLD." It's up to date on all the latest news.

Yours,

Mike of Detroit

DUSEL, GOODLOE & CO. GET "WEBSTER"

Dusel, Goodloe & Company, who by negotiations concluded last year become local distributors for the "Webster" cigar, manufactured by the Webster Cigar Company, of Detroit, Michigan, have just received their first shipment of this brand. "Webster" will be carried in five sizes and seven packings, retailing from two for 25c up.

Despite the fact that the arrangements were concluded for the distribution of "Webster" by Dusel, Goodloe & Company, several months ago, the Detroit factory has just reached a point of production where the first shipment could be made to this new account.

"Webster" will be found shortly at all of the first class stands in town.

W. W. (Doc) ROSEBRO VISITS PHILADELPHIA

"Doc" Rosebro, president of F. Vega & Co., of Detroit, Mich., manufacturers of the "Las Vegas" Java-wrapped cigar, paid a visit to Philadelphia recently. "Las Vegas" is going splendidly wherever placed, says "Doc," and the two ten-cent sizes of this brand are proving very popular with the trade. Two two for twenty-five cent sizes also make this line an attractive one. "Doc" pulled off some very important deals while in the East and the trade is destined to see and hear a lot about "Las Vegas" at the rate "Doc" is going.

SIDNEY CAHEN WITH AMERICAN EXCHANGE

Sidney Cahen, widely known cigar salesman and until recently an ambassador for E. Regensburg & Sons, announces that he has become associated with the American Exchange Cigar Company, of New York, and will have entire charge of the selling department of that concern.

PNEUMONIA ENDS LIFE OF J. H. McPIKE

J. H. McPike, for many years head of the firm of J. H. McPike & Co., and widely known in the cigar trade, died in New York recently from pneumonia. He was sixty-nine years old. His friendly disposition created a legion of friendships for him and a host of them mourn his loss.

T. M. A. Convention

May 24th and 25th

AFTER a lapse of two years the Tobacco Merchants' Association of the United States, announces that it will hold its Third National Convention of Tobacco Men at the New Willard Hotel, Washington, D. C., on May 24th and 25th next.

Emphasis is placed upon the fact that the invitation is extended to members and non-members alike from every branch of the tobacco and allied industries.

President Jesse A. Bloch, in extending the invitation to the trade to attend this convention, says:

"While our 1920 convention is undoubtedly still fresh in the minds of the trade, it may not be amiss to mention that close to 500 representatives of the tobacco and allied industries of the United States, besides representation from Canada, Cuba and Porto Rico, participated therein. It was by far the largest and most representative gathering of tobacco men ever assembled in convention, and both the meeting as well as the banquet will long be remembered as epoch making events in the history of the trade.

"It is our aim to make the coming convention equally as interesting and beneficial, and, in fact, to surpass it, if possible.

"We want the Third National Convention of Tobacco Men to embrace and be truly representative of all branches of the tobacco and allied industries, from the tobacco grower to the leaf dealer, and from the manufacturer to the man who stands behind the counter, including each and every element of the tobacco and allied trades, as well as duly accredited delegates of tobacco trade organizations, not only from the United States, but from Canada, Cuba, Porto Rico and Philippine Islands, as well. I trust therefore that all those receiving this call, whether members or non-members, will consider themselves earnestly and urgently invited to attend and take part in this coming tobacco men's national event.

"With every branch and section of the industry represented, we will be in a position to deal collectively with problems of common interest from a nation-wide and trade-wide standpoint. Besides, the two days of the convention as well as the banquet to be held on the evening of the first session day, at which the entire delegation in attendance will be entertained as the guests of the association, will afford a splendid opportunity for the trade in all its branches to 'get together,' become better acquained and establish the friendly relations and good fellowship that should always exist among those engaged in a common pursuit.

"Surely, this is a movement worthy of the support and co-operation of each and every branch of the tobacco and allied industries, and I appeal to you all, individually and collectively, to get behind it with a will. Let us all join in this 'Get Together Movement' and make the 1922 National Tobacco Men's Convention an outstanding example of industrial unity and strength.

"Detailed information concerning arrangements for the convention and banquet will be announced in due course. In the meantime suggestions and advices are earestly invited and will be appreciated beyond measure.

"Respectfully yours,

"JESSE A. BLOCH,

"President."

A·B·S
CIGAR MANUFACTURERS SUPPLIES

More than ever before, the *utmost* in *quality* and the *utmost* in *service* are necessary to the profitable conduct of progressive manufacturing.

When placing your orders the *integrity* of your suppliers and the *dependability* of their products should be of first consideration.

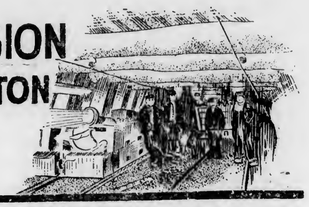
The Calvert Lithographing Company and The Heekin Can Company, firms of established reputation, have chosen us as their exclusive selling agents to the cigar industry for their respective lines.

Our line of cigar manufacturers' supplies is made complete by the standard products of many other well known firms.

The *service* we render and the *quality* of our products have established us as suppliers to the largest cigar manufacturers.

2309 RUSSELL AT GRATIOT **American Box Supply Co.** DETROIT, MICH.

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., February 27, 1922.

MR. SAUNDERS, of Allen Cressman Sons, manufacturers of "Flor de Manuel" and "Counsellor" cigars, spent some time in the Wilkes-Barre-Scranton section this month putting on an intensive advertising and distribution campaign on these two well-known and popular cigars.

William Bushell, of the Consolidated Cigar Co., was also a visitor to the upper coal fields in the interest of his popular brands distributed by the Sperling Tobacco Co., Wilkes-Barre, and the Imperial Cigar Co., Scranton.

S. J. Sneidman, of the cigar department of P. Lorrillard, who has recently become connected with these people, was also in the Wilkes-Barre district in the interest of "Muriel" and "New Currency" cigars. Sam has lots of friends in the tobacco and cigar trade who wish him lots of luck.

The Dusel Goodloe Co. recently completed its distribution work in the coal fields on their brand of "Robt. Emmets" (Spietz Cigar Co.) and report same was very favorably received by the trade and the brand seems very promising in that section.

The Sperling Tobacco Co. is placing a five-cent "Mozart" packed in tins of fifty which is called "Little Mozart." While it's a small cigar it should show considerable life as "Mozart" in the other sizes is a popular favorite in the upper coal fields.

It is of interest to the retail cigar trade to know that William Vial, Bloomsburg, Pa., is equipping a department in his store for the repair of pipes, etc. Boys, while Billy is a very busy fellow in Columbia as county tax assessor he has lots of time to put that old jimmy pipe in fine shape.

Harry Litch, of the Community Cigar Stores, Mahanoy City, has opened their new and most up-to-date stand on East Center Street, and don't fail to stop in and see Harry when in that section.

Howard Cramp, of "Phillip Morris" fame, is up in the coal fields selling "English Ovals" and he says the brand's coming right along. Good luck, Howard!

The Liberty Tobacco Co., Scranton, Pa., are the new distributors of the "Girard" cigars in Wilkes-Barre and Scranton sections. This new jobbing house is growing very strong and is being conducted by some very enterprising young men.

D. L. Ward has made some very fine improvements in the way of show case displays in his White's Pharmacy stand and today it is one of the prettiest cigar counters in the city of Wilkes-Barre.

The Colombo Cigar Store, Wilkes-Barre, has a very attractive window display on "Robt. Emmets" and so have other well-known dealers in the centre of the city, namely, Tuck's Pharmacy, Frank's Pharmacy, D. L. Ward's Liberty Market stand, Krupp's Cigar Store and others.

With the prospect of a strike in the coal fields the consumer has tightened up a little in his spending. Indications of that fact is that six months ago it was a very difficult thing to interest a dealer in a five-cent cigar; today he is looking for a good one and they all tell me the calls for that price cigars are getting greater and greater.

I find a great many job lots of cigars throughout northeastern Pennsylvania on many well-known brands selling at very low prices, single cigar and box. This is holding up to some extent the buying of standard brands that are priced right and good sizes. This, of course, won't last long and when the far-sighted manufacturer gets a clean slate, as they all should as fast as they can, conditions will improve.

BLACK DIAMOND.

G. W. FABER, INC., TO DISTRIBUTE "WEBSTER"

Announcement has just been made by the Webster Cigar Company, Detroit, that by negotiations consummated last year, G. W. Faber, Inc., widely known cigar importers and distributors of New York, will have the distribution of the "Webster" brand of cigars for New York City and vicinity. The first shipment to this new distributor will leave Detroit shortly.

CONSOLIDATED PREPARING TO MOVE OFFICES

According to present plans it is stated that the offices of the Consolidated Cigar Corporation will be moved about the 15th of March to the new quarters recently leased in the Heckscher Building at Fifty-seventh Street and Fifth Avenue. This company recently closed this lease for a term of years at an aggregate rental of more than $400,000.

TAXPAYERS SHOULD ARRANGE CONFERENCE IN ADVANCE

Taxpayers having business with the income tax unit of the Internal Revenue Bureau, who desire conferences with officials of the unit, are advised to make arrangements for such conferences in advance, wherever possible.

Frequently taxpayers or their representatives appear at the bureau without appointment and ask for immediate hearings. Often these cannot be given for the reason that the papers and information relating to the case must be assembled or the proper official may be otherwise engaged. The result is a delay of a day or two, and added cost to the taxpayer in the way of hotel bills, etc.

If requests for conferences are made to the Commission in advance, and full information as to the case given, the taxpayer will be informed by letter or telegram of the date on which he will be heard.

News From Congress

(Continued from Page 9)

manufacturers; it limits the work to the large dealers and the large manufacturers, and there is always an uncertainty as to the quantity of tobacco being carried by the small dealers and the small manufacturers.

"The law specifies the number of cigars that should be manufactured and the number of cigarettes that should be manufactured before the Census Bureau should collect the information from them or the quantity of tobacco carried at the end of each quarter by a dealer before the Census Bureau collects information for them. But the reports being received by the Bureau of Internal Revenue, it seems to me, should be used for compiling the census statistics. The Bureau of Internal Revenue objects to that arrangement because, they say, 'We are a tax-collecting bureau, and not a bureau organized for statistical purposes,' and they do not want to confuse the two branches of work."

The House, however, has approved the Commerce Departments appropriation bill including the funds for the taking of the usual tobacco statistics and any steps looking toward the limiting of this work will have to be taken up at a later date.

Employment in the cigar manufacturing industry during January was materially reduced as compared with December, according to the monthly report of the Bureau of Labor Statistics. Wages also declined, the report shows.

Fifty-six establishments reporting for the months of December and January showed a decline of 13.6 per cent. in the number of persons employed, 14,626 names being carried on the payroll in January as compared with 16,922 in the preceding month. The weekly payroll was reduced 15.8 per cent., being $258,151 in January against $306,414 in December.

The report shows that an increase of 6.6 per cent. was given to 2.9 per cent. of the employees in one factory while the entire force of two other establishments had wage reductions of 8 per cent. and 7.5 per cent. respectively. A 10 per cent. decrease in rates of wages was made to 66 per cent. of the employees in another factory and the forces of several establishments were reduced owing to dull business.

A number of applications for tobacco warehouse licenses are pending before the Department of Agriculture. Six warehouses in the cigar-leaf districts have already been licensed under the provisions of the United States Warehouse Act, and it is expected that applications for licensing the 117 warehouses contracted for by the Burley Tobacco Association of Kentucky, Ohio, Illinois, Indiana, and West Virginia will shortly be made.

The Burley Tobacco Association is composed of 55,000 growers who annually produce 200,000,000 pounds of burley tobacco, or 85 per cent. of the total burley crop. A similar organization in Virginia and the Carolinas is composed of 65,000 growers, who annually produce more than 300,000,000 pounds of flue-cured, dark-fired, and sun-cured tobacco. The two organizations control the bulk of all tobacco grown in the United States, and licensing of the warehouses in which this tobacco is stored will go far toward placing the American tobacco grower on a firm financial footing so far as negotiating loans is concerned.

Progress is being made by the department and various State agencies in connection with the proposed establishment of standard tobacco grades, and it is expected that tentative tobacco grades for the principal types of tobacco will be formulated toward the close of the present year. Tobacco experts in Virginia, North Carolina, Kentucky, Ohio, Pennsylvania, and Wisconsin are now making a comprehensive study of the tobacco industry for this purpose.

Henry T. Offterdinger, well known Washington manufacturer, as chairman of the cigar and tobacco section of the Merchants' and Manufacturers' Association, will be a member of the board of governors of the organization during the coming year. Mr. Offterdinger has been prominent in the organization for a number of years and has been one of the hardest workers of the cigar and tobacco section.

A total of 4758 personal service corporations, 320,198 other corporations and 175,898 partnerships filed income tax returns for 1919, according to statistics of income for that year just issued by the Internal Revenue Bureau. The corporations other than personal service showed a total net income of $9,411,418,458 and paid income, war profits and excess profits taxes aggregating $2,175,341,578. The partnerships merely filed returns, the taxes being paid by the individual partners, so that similar information for that class of business is not available.

There were also filed 5,332,760 income tax returns by individuals, showing a total net income of $19,859,491,448 and paying taxes aggregating $1,269,630,104. Approximately 5500 returns showed incomes of $100,000 or more for the year; sixty showed incomes of between one and five million dollars and six showed incomes of five millions or over.

Claims for overcharges above the legal tariff rate applied by the railroads during government control may be filed with the Interstate Commerce Commission within a period of two and a half years following government control, according to a bill just adopted by the House of Representatives. The legislation has already passed the Senate.

The Federal control of railroads ended March 20th, 1920, which would make claims for overcharges available until September first of this year. Hundreds of thousands of dollars are involved in overcharges alleged to have been made by railroad agents during the period of government control, and interest in the legislation has been manifested from every section of the country.

Another bill is pending before the House committee which would extend the time for filing loss and damage claims arising during the same period, for a like term. Under the bill adopted only one year of time was permitted for filing claims for reparation on account of unjust, unreasonable, or other rates which were in violation of the commerce act, whereas claims involving charges which were in excess of the legal tariff may be filed within two years of the termination of Federal control.

Tampa Letter

(*Continued from Page 10*)

is a veteran of the industry, and whether at the factory or buying tobacco in Cuba, his labors are bound to be favorably felt in the trade.

Francisco Garcia, head of the old firm of F. Garcia Bros., has come to stay for about two months enjoying the balmy climate of Tampa. Mr. Garcia has recently undergone an operation, but has recovered to the extent of being able to attend personally to his prosperous business. He is employing a gang of men in repairing and painting his big factory building, and everything around his breathes cleanliness and prosperity.

Another traveler that has come to Tampa to stay is the dean of the cigar manufacturers, Salvador Rodriguez. After returning from Havana accompanied by his kind wife, he is dividing his time between the cares of the factory and the enjoyment of the breezes of the Gulf of Mexico at Pass-a-Grille, a year-round sea resort near Tampa.

Joe Perez, of Marcelino Perez & Co., has gone to Hot Springs to recuperate from a recent spell of sickness that had confined him to a sanitarium for about two weeks.

Edw. C. Berriman has gone on the road for an extensive tour of the trade that will take him as far as the Pacific Coast; consequently the factory is increasing its activity to meet the coming orders.

Enrique Henriquez, the popular mayor of West Tampa, after the fire that has destroyed his factory some time ago, is working temporarily in a building of his property, from which he will move to larger quarters as soon as be available.

A distinguished visitor among us is Mortimer Regensburg, of E. Regensburg & Sons. He will visit Cuba from here, and take steps to keep up his supply of tobacco, so that at no time the users of "Admiration" may have cause to complain for lack of an adequate supply of that sweet smoke.

At the annual meeting of the Tampa-Cuba Cigar Company held here this week, E. H. Peter, who has been with the company for four years was named president and general manager. Mr. Peter was formerly a cigar manufacturer in Lakeland and has a thorough knowledge of the clear Havana business. Robert I. Scoville is the new secretary-treasurer. He has been sales manager for the past two years. Florentine Diaz, factory manager for A. Santaella & Co., at Key West, has been engaged as factory foreman.

Ernest Berger, former president of the Tampa-Cuba Cigar Co., has left the cigar business to enter a new enterprise. It is understood that he will become an importer in another industry.

The consolidation of the New York branch of Garcia & Vega with the Tampa factory has had the most favorable effect; so much so that Frank Gonzalez, their local manager, will leave tomorrow for Havana to purchase additional tobacco with which to meet the increasing demand for their clear Havana cigars made-in-bond.

Among those leaf purchasers that have returned from Cuba is counted Joe Escalante, of Jose Escalante & Co. He says that his trip was successful, and feels confident in the results that will be obtained from it in the near future.

H. L. Bush, representing the Liberman Manufacturing Company, of Philadelphia, is back in Tampa exploiting the various cigar manufacturing facilitating devices produced by his firm. Mr. Bush has been successful in converting a number of the cigar manufacturers here to the use of mechanical devices.

Tom Morgan, of Juan de Fuca fame, is another of the returning pilgrims from Cuba. Tom's ambition is that nobody might surpass him in point of quality, and when he buys tobacco price is not the consideration to him; he buys the best tobacco obtainable, and hence his unbroken success.

Aaron Strauss, of Celestino Vega & Co., will leave Havana today for New York, on his returning trip to his Chicago office. Mr. Vega will return to Tampa in about a week, after perfecting arrangements for the shipment of his purchases of high grade tobacco for his factory.

J. J. Regan, representing the Universal Tobacco Machine Co., of New York, is in Tampa again. He is devoting particular attention to the Universal stripping machine, which has had a wide sale throughout the United States.

The assets of Francisco Arango y Ca were sold at public auction on Friday. Mr. Arango contemplates re-entering the cigar manufacturing business again by himself.

John A. Campbell, treasurer of the American Box Supply Company of Detroit, Mich., paid his first visit to Tampa this week. He is accompanied by Mrs. Campbell and a niece, Miss Margaret Allen, of Chicago. They were registered at the Hillsboro. They will remain here a few days before starting north.

Joe Garcia, of Perfecto Garcia Bros., upon the return of his brother Manuel from Havana, left Tampa for a tour of the New England States, and is now busy at his office in Chicago. When Manuel was interviewed by the writer and asked about his purchases of tobacco he smiled beatifically and asserted that he was well satisfied with what he got. That he has got a large supply of excellent tobacco, there is no doubt in my mind; but his answer was rather puzzling to me, specially by being backed by the aforesaid beatifical smile; for is it not Cuba the land of the smiles?

Here in Tampa the spring is already on and everything around smiles in nature; but when compared with Havana . . . well there is a difference.

VERITAS.

IT MUST HAVE BEEN AN OFF WEEK

The easiest way to make mistakes in correcting proof is to read it yourself, particularly if you wrote the copy. We have suffered for this folly many times.

But last week must have been an off week with the correspondents or editors, or both, of several of our New York contemporaries.

In one publication we learn that the delivery cars of Allen R. Cressman's Sons, "bear a Manuel sign on either side and Chancelor on the rear."

Again we read that "a field representative of Joseph Nivers, of Detroit, who manufactures the 'Swift' cigar, is here. . . ."

And Tom Monroe won't miss this one which states "Robert Emmet cigars are made in Detroit by the Barnard Schwarz Co." Maybe Bob Ellis will see it too.

"Izzy" Einstein must have missed a couple of places in the big town.

THERE is an idea—a selling idea—which came to me while asleep, dreaming I was proprietor of a cigar store, building up a business of a million dollars a day.

In my dream I went to the printer and had a lot of sheets of paper printed "OUR WIRELESS NEWS SERVICE, From All Parts of the World."

Every day I would write on one of these sheets a short news message and paste it in my shop window. Thus, one day I write: "Marshal Foch says he is a light eater; drinks two glasses of light wine at dinner. No more. But admits he is passionately fond of his jimmie-pipe and smokes continually. Says it makes him happy; makes him think straight."

Another day I wrote: "Joe Cannon says he and his cigar will retire from Congress when his term ends. He smokes sixteen hours daily, is 85 years young, has been fifty years in Congress, is one of the most popular men in the country, numbers his warm friends by the thousands."

My NEWS SERVICE became very popular. Everybody read the bulletins. They would walk out of their way to read them. And they came in and bought. Gosh, how they did buy!

When I woke up and found it all a dream I was madder'n a wet hen.

I didn't patent it. Didn't copyright it. Why don't you try it? It's free. But I do hope if it builds up your business to a million dollars a day that you will send me a box of good cigars—mild ones, please. Thank you!

Take a lesson from the big fellers—the oil companies. They want the gasoline trade of the little fellers—your trade and my trade. It is interesting to see how they go about getting it.

They acquire a three-cornered tract at the intersection of busy streets. They build a little marble palace—a palace with a million lights at night. They build a winding road, with flowers on each side. They give "Free Air" and no questions asked. They give free answers to foolish questions, free courtesies and free smiles.

When you and I find the backbone gone from our tire we drive in the place with a lordly air, help ourselves to free air, and drive away with nary a thankee.

Next week we may drive in and trade off good coin for good gasoline.

Can you draw a lesson from this? A lesson that will make a noise like more trade and real money? Can you say that it is wise to have a beautiful store with an attractive entrance thereto? Can you say that light draws trade, and that you will have big windows for sunlight and many bulbs for evening?

Can you say that folks like to get something for nothing, and can you plan to give some kind of something free of charge? Can you say that a "come hither look of the eye," a smile on the lips, a brief but courteous salutation possesses drawing qualities, and that you can utilize them?

If so, you have learned a valuable business lesson from the big fellers.

A friend and I called on a lawyer the other day. The friend had a hard nut to crack. Should he appoint a receiver for a losing company he held stock in?

The question was difficult, complicated, and the wrong decision spelled a big loss. The lawyer listened. He said he didn't know what to advise. He reached on the table, took a little wooden affair, stuffed some dry stuff in it, applied a match and puffed out great clouds of smoke. The dry stuff was tobacco, as you have already guessed.

He leaned back, looked at the ceiling, puffed in silence. His face lightened. The lines softened and a peaceful expression stole over his features.

"As I come to think of it," said he to my friend, "I would apply for a receiver," and then he talked volubly for an hour outlining the pros and cons of each side of the question.

Surely it is not a bad habit, this habit of smoking, which clears men's minds, which causes them to think straight, which turns hard problems into easy ones and clarifies the judgment so it will make wise decisions.

Smoking lends itself to philosophizing. Its influence is towards calmness and it seems to be a great aid to concentration of thought. We sure would have a topsy-turvy world without it.

I want to say a word to the quiet man. The tongue-tied, modest fellow, who envies the loud-mouthed jovial, hearty talker, and who would give a leg if he could roll out pleasant nothings that people like to hear.

Take courage! Remember there is something about a quiet, self-possessed, reserved person which is very attractive and pleasing to many.

They tell themselves that he is sensible, dignified, capable—that they know he is efficient and trustworthy; one in whom you could place confidence and who would rise to any occasion that might be forced upon him.

They would further say that he is not loud, noisy, boastful—a bag of wind without stability or ability.

Be content as nature made you, Mr. Quiet Man, and train yourself in the substantial qualities which people suppose you to possess.

(*Continued on Page 22*)

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

ARE YOU STEMMING TOBACCO BY HAND?

REDUCE YOUR STEMMING COST - INCREASE YOUR PROFITS

OUR TOBACCO STEMMING MACHINE WILL STEM YOUR CIGARETTE, PLUG AND SMOKING TOBACCOS AND YOUR CIGAR FILLER AT LESS THAN HALF OF WHAT YOU ARE NOW PAYING.

100 MACHINES ARE OPERATING DAILY IN ONE FACTORY

WRITE FOR FULL PARTICULARS

TOBACCO STEMMING MACHINE CO., INC.
LYNCHBURG, VA.

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4', 4½', 5', 5½', and 6' wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Business Building

(*Continued from Page 21*)

Learn all about your goods. Study your customers; study human nature; train yourself to save a little touch of a smile on your face continually, and let it ripple out on the slightest pretence into a pleased expression of mouth and eye and countenance. Modulate your voice, so it will be soft, pleasing, familiar, quiet; so every person you speak to will think he is your one particular friend. Thus will you be able to outplease and outsell the noisy man, and the number of your friends and customers will be legion.

A traveling salesman was telling me about a haberdashery store in the middle West. The man was ambitious and desirous of growing. He studied long whether to concentrate on his own line, or branch out in other things.

He concluded to branch out, and he added cigars and such, candies which appeal to men, and still having room, he installed a barber shop, with a high-grade barber in charge.

With infinite skill he blended the four so they supplemented and helped each other and each line added to the magnet-like pull of his store.

He had free cigarettes, charging them to advertising and watching closely that he was not imposed upon. He had his store painted in a striking effect, and he put a great deal of time and ingenuity in the display of his show windows, and in the placards which he placed therein.

These placards were a special feature. They were worded with wit and humor, and they made happy reference to the goods, the prices and they emphasized the service which the store rendered.

Like the cigar dealer who greatly enlarged his cigar trade by devoting half his store to the sale of men's useful things at real bargains, so this haberdasher enlarged the sale of his collars, shirts and neckties by adding cigars and candy to his line of merchandise.

Editorial Comment

(*Continued from Page 7*)

purchase for less money. For those who have followed the course of the nickel cigar to its peak price of ten cents and back to eight cents and now to two for fifteen cents, there is plenty of food for thought. The smoker may be fickle but it looks as if he was willing to pay for what he wants.

A number of brands that have not been previously produced in sizes retailing for less than two for twenty-five cents are now offered in sizes to retail at ten cents. We believe that Class C will prove to be the leading class in 1922, as in 1921, despite the fact that Class A production is bound to be heavy if it continues at the present rate.

On the other hand we believe that the smoker in most cases is buying value and that a price-mark of five cents is not the only thing required to win the smoker over to a brand. If we are wrong Class B production is due to slip terribly in 1922.

"CHESTERFIELD" ADVERTISING

For years a leader in consistent and original cigarette advertising, the Liggett & Myers Tobacco Co., manufacturers of "Chesterfield" as well as other equally popular brands such as "Fatima" and "Piedmont," are concentrating this effort on the awakening of the public mind to the high quality back of "Chesterfield."

"Taste is a matter of tobacco quality," epitomizes this current copy, amplified by the following declaration over the Liggett & Myers signature:

> "We state it as our honest belief that for the price asked, 'Chesterfield' gives the greatest value in Turkish blend cigarettes ever offered to smokers."

In order to supply the proper "background" for this quality appeal, each advertisement is enlivened by character sketches of typical "Chesterfield" smokers caught by the artist in unconventional poses, and humanized by the slogan, "I like 'em."

Standing out as this campaign does from the ordinary run of extravagantly phrased "manufacturer's claims," the new "Chesterfield" copy carries with it a refreshing and effective ring of sincerity, which by its quiet air of conviction seems certain to find widespread reflection in the creation of many new and lasting friends for "Chesterfield."

Another highly interesting Chesterfield campaign of a quite different character is appearing in the Sunday rotogravure supplements of leading daily newspapers. In this series, which was executed with more than ordinary artistic effect, the manufacture of a cigarette is graphically shown under the general heading of "A Camera Story of the Making of a Great Cigarette."

Here are reproduced photographic scenes from Turkey, where the rich Turkish leaf used in the famous "Chesterfield" blend is grown; scenes from the tobacco fields of Virginia, Kentucky and the Carolinas, from whence come the Burley and other fine domestic tobaccos; details of the ageing, curing, "prizing" and blending processes which play so important a part in determining the taste character of the finished "smoke," and finally, pictures of the marvelous machines which roll, paste and cut cigarettes at the rate of 400 a minute and even automatically pack in foil-wrapped packages the "Chesterfields" which finally go over the retailer's counter.

ROSENSTEIL HOTEL MANAGER AGAIN

Harry Rosensteil, formerly buyer for J. F. Humphreys & Co., Bloomington, Ill., is now manager of the Arlington Hotel, Bloomington, Ill. Harry is an old hotel man, having served as an apprentice in the hotel business in the same hotel he now manages.

They have thirty rooms at the present time that are open for the public and their rates are within the reach of the commercial man. Harry's genial smile makes one feel at home when he enters this hotel.

They have a real cigar department, featuring "Nu-Blend" five-cent cigar, made by Sidney J. Freeman & Sons, "La Palina," "El Producto" and various other well-known brands. Harry will be very glad to meet the cigar boys as they come in.

E. S. CARLTON DEAD

E. S. Carlton, a director of the Imperial Tobacco Company of Great Britain, and resident manager in this country, died of influenza in Richmond, Va., recently. Out of respect to his memory the offices were closed on the day of the funeral.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YOPK

Smoke
C. H. S. CIGARS

The Best
5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA
CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

JESSE R. TAYLOR JOINS A. T. CO.

Jesse R. Taylor, who recently resigned from the vice-presidency of the United Cigar Stores Co., has joined the executive staff of The American Tobacco Company, as associate of A. C. Mower in the direction of the advertising and purchasing departments, which were recently amalgamated following the resignation of G. William Lang. Mr. Taylor's long experience as a director of large interests in the tobacco trade equips him ideally to fulfill the important duties of his new position.

Mr. Taylor's association with the "United" covered a long period of years in practically every department of the concern. At the time ex-president Eward Wise, who resigned from the corporation a month or so ago, took over the direction of the candy store chain of United Retail Stores Corporation, Mr. Taylor became acting president of the United Cigar Stores, a position which he occupied for more than two years.

In commenting upon his resignation from the United, Mr. Taylor stated that he wished to emphasize the fact that his serverance of connections with that concern was accomplished in the most amicable spirit on both sides, and that the friendliest possible feeling exists between himself and his former associates. Mr. Taylor stated that his only reason for referring to this phase of the matter was due to a feeling that there might possibly be some misunderstanding in trade circles regarding his action which he wishes to set right.

NEW CIGARETTE MACHINE

Advices have been received from our correspondents advising that a machine for making cigarettes of entirely new design and construction has been placed on the market.

This machine, which is called the "Triumph—Model UG," is capable of making 800 plain or tipped cigarettes per minute, or approximately one-half million cigarettes per day. Devices can be furnished for making either round or oval cigarettes to be pasted or crimped, either plain or with tips of gold, cork or paraffin.

Aside from this phenomenal production, which is practically double that of any machine formerly known, the machine is a marvel of simplicity and can be operated by inexperienced girls. Simplicity and durability have been combined, and cigarette producers at last can secure a machine with a minimum of parts subject to wear and which have to be replaced.

Will the casual smoker, preoccupied with his daily cares, who enjoys the soothing balm of the cigarette, stop to consider that his smokes are made at the rate of one-half million per day on a single machine operated by two girls? Perhaps he will also be interested to learn that Virginia, the home of tobacco, has also fostered and given to the world the mechanical means for making cigarettes.

Nearly a half century ago the original cigarette machine named "Bonsack" was introduced by the United Cigarette Machine Co., of Lynchburg, Virginia, whose "Universal" and "U-K" models are also known in every corner of the world. The latest achievement of the pioneers of the machinery for the great industry is their new model "Triumph" machine which the manufacturers state will revolutionize the industry.

B. G. Davis & Co., 4th & Market, are working full force producing the "Bellefair" brand for the Schulte Cigar Co.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,403,527. TOBACCO PIPE. Henry Villaume, New York, N. Y., patentee.

A pipe having a chamber in its stem and a passage therefrom to its bowl, said chamber having therein a centrally disposed plug which is supported out of contact with the walls of the chamber; said plug having a head slightly smaller in diameter than that of the chamber and disposed substantially midway of said chamber with its closed end toward the bowl of the pipe; said plug-head having a chamber therein and a reduced cylindrical member extended therefrom and secured centrally to the bit of the pipe, said member having a central passage in continuity with the passage through the bit and terminating in the chamber of the head; and said head having a plurality of inclined passages extending from its chamber toward the bit and into the stem-chamber.

No. 1,403,489. TOBACCO-SHREDDING APPARATUS. Joseph Deubel, Clifton, N. J., patentee.

Tobacco-shredding apparatus of the character designated, comprising a cylindrical disintegrating chamber having end discs and medial fixed partitions, concentric series of laterally protuberant rigid retardant studs on the end discs and the said medial partitions, a power shaft mounted axially as related to the said disintegrating chamber and extending therethrough, spider hubs mounted rigidly on said power shaft and positioned between said end discs and said fixed medial partitions, laterally protuberant disintegrating pins on the radial arms of said spider hubs positioned to intervene between the said concentric rows of fixed retardant studs on the end discs and medial partitions fixed exit screens constituting in part the side walls of said disintegrating chamber and formed with series of square apertures of uniform area, supplementary exit screens fitting over and upon the peripheral surfaces of fixed side wall screens, means for adjusting said supplementary exit screens diagonally upon and with relation to said fixed side wall screens, a hopper positioned to feed leaf tobacco to said disintegrating chamber, a casing enclosing the main portion of said disintegrating chamber.

No. 1,393,888. LIGHTER FOR CIGARS. Francis B. Farnsworth, Montreal, Canada, patentee.

Patent for a cigar or cigarette lighter which comprises a carrier, an insulated plug in the carrier, electrical connections carried by the plug, and including a high-resistance igniter exposed at the outer end of the plug, and electrical connections within the carrier and presenting an open circuit, with manually-operated means for closing the circuit.

No. 1,404,755. TRAY FOR CIGAR ASHES. Ira A. Gay, Chicago, Ill., patentee. Patent assigned to Backus Novelty Co., Smethport, Pa.

In an ash tray, the combination of an oblong base having an annulus extending from one end thereof at substantially right angles to the base, an attaching prong secured at one end to the upper end portion of the base and extending longitudinally thereof, the base being formed near its upper end with oppositely directed lat-

(*Continued on Page 26*)

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MANUFACTURES OF
CLEAR HAVANA CIGARS
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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MARY ALVAREZ:—42,437. For all tobacco products. February 3, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

MASTER BLENDER:—42,438. For all tobacco products. September 30, 1921. Spietz Cigar Co., Detroit, Mich.

CHAS. J. SPIETZ'S MASTER BLENDER:—42,439. For all tobacco products. September 30, 1921. Spietz Cigar Co., Detroit, Mich.

SPIETZ CIGAR COMPANY'S MASTER BLEND:—42,440. For all tobacco products. February 1, 1922. Spietz Cigar Co., Detroit, Mich.

AMPLIFIER:—42,441. For all tobacco products. January 30, 1922. American Litho. Co., New York City.

LA RAVITA:—42,442. For cigars, cigarettes and cheroots. May 13, 1921. E. F. Gould, Milwaukee, Wis.

F. F.:—42,443. For cigarettes and tobacco. January 19, 1922. Frishmuth Bros. & Co., Inc., Philadelphia, Pa.

SHA-WA-NA:—42,446. For cigars. January 26, 1922. Peter Junggen, Dubuque, Iowa.

THE HARKNESS:—42,447. For cigars. February 7, 1922. American Litho. Co., New York City.

THE GARRICK:—42,449. For pipes, cigar holders, cigarette holders, tobacco pouches and all smokers' articles. February 9, 1922. Manhattan Briar Pipe Co., New York City.

MANHATTAN:—42,450. For pipes, cigar holders, cigarette holders, tobacco pouches and all smokers' articles. February 9, 1922. Manhattan Briar Pipe Co., New York City.

LAFAYETTE:—42,452. For pipes, tobacco pouches and all smokers' articles. February 16, 1922. Manhattan Briar Pipe Co., New York City.

NORVAL:—42,454. For cigars, cigarettes and cheroots. February 23, 1922. A. A. Vandenbrock, Ocala, Fla. Originally registered by Vanderbrock Cigar Company, Lima, Ohio, October 21, 1902.

TRANSFERS

LUJOSO:—16,605 (Patent Office). For cigars. Registered October 22, 1912, by Eduardo Gonzalez, Tampa, Fla. Transferred to Eduardo Gonzalez & Co., Tampa, Fla.

TE GUSTA:—10,826 (Trade-Mark Record). For cigars. Registered August 31, 1891, by Geo. Schlegel, New York City. By various transfers acquired by Eduardo Gonzalez and re-transferred to Eduardo Gonzalez & Co., Tampa, Fla., January 24, 1922.

EL KIBBET:—28,967 (Tobacco Leaf). For cigars, cigarettes, cheroots, cigarros and tobacco. Registered January 10, 1905, by Sol. Meyer, Goshen, Ind. Transferred to Tampa Cigar Co., Red Lion, Pa.

DARDANELLES:—10,985 (Patent Office), and **11,056** (U. S. Tobacco Journal). For cigars and cigarettes. Registered March 4, 1884, and March 3, 1884, respectively, by Jno. C. Sullivan, Detroit, Mich. By various transfers was acquired by Elmer Welton, Mich., and re-transferred to Great Lakes Cigar Mfg. Co., Detroit, Mich., February 6, 1922.

PLOUGHMAN:—42,291 (Tobacco Merchants' Association). For cigars. Registered September 29, 1921, by F. M. Howell & Co., Elmira, N. Y. (Originally registered by registrant on June 17, 1907.) Transferred to Pumpelly-Howe Tobacco Co., Oswego, N. Y.

HAVANA CREST:—29,716 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 3, 1914, by A. G. Smith, Detroit, Mich. By various transfers acquired by American Box Supply Company, Detroit, Mich., and re-transferred to Cole Litho. Company, Chicago, Ill., February 8, 1921.

MITY-FINE:—29,940 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 24, 1905, by Wm. Steiner, Sons & Co., New York City. Transferred to American Litho. Co., New York City, February 20, 1922.

EL PRO:—25,338 (Tobacco Leaf), and **27,169** (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered May 6, 1908, by American Litho. Co., New York City. Transferred to Marcelino Perez & Company, New York City, August 19, 1903.

(Continued from Page 25)

eral ears extending beyond the side edges of the base whereby to increase the effective width of the upper end portion of the base, and a receptacle fitting through said annulus sustained thereby.

No. 1, 393,526. TIPPING MECHANISM FOR CIGARETTE MACHINES. William F. Grupe, Hudson Heights, N. J., patentee.

The combination of means for feeding, tipping material in successive portions, means for rotating said feeding means, means for feeding a strip of paper, adhesive supplying means, means for affixing under pressure the tipping material successively to said strip of paper at determined spaces thereof, means for supporting said rotating tipping material feeding means and means for reciprocating said supporting means at a speed which with the speed of rotation of said feeding means imparts a speed to the foremost portion of tipping material substantially equal to the speed of said paper strip during the affixing stage.

No. 1,405,148. BANDED CIGAR, BAND LABEL AND PROCESS OF APPLYING SAME. Gustav Johannes Nagel, New York, N. Y., patentee.

The combination comprising a cigar and an encircling band tightly engaging the same, said band having one end projecting beneath outwardly folded oppositely positioned tabs projecting from the lateral margins of the other end, said tabs being long enough for one to overlie the other and the upper tab being of greater transverse extent than the lower so that the same lap and are held against each other by the radial pressure exerted by the cigar against said band.

No. 1,395,215. HOLDER FOR CIGAR-BOX LID. William M. Anderson, Minneapolis, Minn., patentee.

A cigar-box lid holder which comprises a spring bar having at one end a lid-engaging fork and at its other end a box-engaging fork, and a spring finger independent of the box-engaging fork and having a box-engaging anchor barb.

No. 1,405,869. CIGAR AND CIGARETTE HOLDER. Margaretta Benson Robinson, London, England, patentee.

A cigar or cigarette holder comprising a tubular holder having a mouth piece at one end and a recess at the opposite end, a pair of holes in the walls of said recess arranged diametrically opposite to one another, a flexible chain passing through said holes and means on said chain for drawing the same taut by manual manipulation to eject the article placed in said recess.

No. 1,403,099. MACHINE FOR PACKING CIGARETTES. Gustaf Orstrom, Stockholm, Sweden, patentee.

In a machine for packing cigarettes or similar articles in paper-bags, boxes or the like, the combination with a passage, through which the cigarettes are fed into a portioning chamber, and a shiftable member separating the cigarettes in the portioning chamber from the cigaretes located in the said passage, of a loose bottom in the said portioning chamber and means for moving the bottom to and from the inlet end of the chamber, in order that the bottom may sustain the cigarettes while they are charged into the said chamber.

NEW DIRECTOR FOR AMERICAN SUMATRA

At the annual meeting of the stockholders of the American Sumatra Tobacco Company, held in Atlanta, Ga., Thomas F. Thornton was elected to fill the vacancy created by the resignation of Sidney H. March.

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Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
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AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

MARCH 15, 1922

VOLUME 42 No. 6

THE TOBACCO WORLD

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GOOD CIGAR

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Bespeaks Quality Of Contents

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WANTED—TOBACCO SCRAP MACHINE. Strickler make preferred. Address Box 33, Dallastown, Pa.

The Tobacco World

Established 1881

VOLUME 42 MARCH 15, 1922 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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HAVANA CIGARS
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CIGAR FLAVORS
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FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Listen, neighbor-

DOWN in Kentucky, where I come from, they grow Burley leaf. Nature sure gives that tobacco a good start, an', by rights, Nature should finish the job.

That's jus' what happens with Velvet. The pick of the Burley crop is stored away in big wooden hogsheads where it ages for two solid years.

You can't hurry Nature! Jus' let her alone—an' you'll get mellowness an' mildness in every pipe-load of Velvet.

But a whole page of argufyin' can't talk pipe-sense like *your* old pipe, filled with **aged in the wood** Velvet.

Velvet Joe.

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LIGGETT & MYERS TOBACCO CO.

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CIGARS

20 Million in 1921
40 Million in 1922

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SPIETZ CIGAR COMPANY
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INSIDE INFORMATION!

is what the smoker wants to know about a box of cigars; but he is more likely to seek that information if the cigars are packed in our quality boxes.

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MANUFACTURERS OF
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SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
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WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

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The original cost is so small you cannot afford to buy any other machine.

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Volume 42

THE TOBACCO WORLD

Number . 6

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 15, 1922 Foreign $3.50

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

MR. Travelling Salesman, let us reason together. Your house worked months and months to get the qualities and proportions of a real crackerjack cigar—something which would sell at a popular price, now that folks want more for their money. At last your house got it, and now you are out joyfully selling it, and you are selling pretty freely.

I really am afraid you are neglecting one important matter, however. You are so anxious to sell that you are not posting your retailers how to sell, and therefore your duplicate orders will not be nearly as large as they should be.

When you have made a sale to a retailer you should take an hour or so planning with him how *HE* can make sales to *HIS* consumers.

Sit down and have a leisurely talk with him on the subject of his selling. Be very much interested in the subject. Plan with him how he shall display this splendid brand in his window. Think up some unique form of display if possible, something which will be "different" from the conventional.

Plan with him the wording on the placard for the window, and the size and shape of the same. Plan where he shall keep the goods in the store. Give him full details of how the goods are made and sort of weave around them a romantic story, if possible, so he can pass on an interesting talk to his customer.

Induce him, if possible, to make a drive on your brand for a week, and then rest on their own merits as to the amount of popularity they will retain.

By this plan you may not sell quite as many goods on your first trip, but you sure will establish the goods more firmly, and your duplicate orders will tell a happy tale of pleasing figures.

What a vast number of valuable tributes to the soothing influence of "the leaf" can the cigar dealer gather from the careful reading of his daily paper!

I wonder how many of these dealers have a handy bulletin board with an appropriate heading whereon they can paste up these interesting tributes and place them in a tempting position for their customers to read.

For instance, China and Japan have been shaking wrathful fists at each other for years. And yet, when they "get together" under the friendly spell of the ubiquitous cigarette, they come to a quick agreement. Note how the daily paper describes it. Cut it out; paste it up.

SMOKE CURLS PEACEFULLY OVER SHANTUNG NEGOTIATIONS

Washington.—The formal direct conversations over Shantung are, as a matter of fact, the most informal that have been held during the Washington Conference.

At the sessions of the Chinese and Japanese delegates tiny spirals of smoke ascend to the ceiling of the conference room as the representatives from the Far East puff at the inevitable cigarette. The foreign observers who "sit in" at the Shantung conversations also "light up."

The most cordial atmosphere is said to prevail at these difficult sessions.

* * *

Everybody's doing it.
Doing what?
Why, smoking!

(*Continued on Page 20*)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

NEW regulations No. 8, relating to the taxes on tobacco, snuff, cigars and cigarettes, have just been issued by the Internal Revenue Bureau.

The regulations formerly in force have been thoroughly studied and changed to conform with the 1921 revenue law and with the various decisions which have been made by the bureau since their original issuance. The new regulations are contained in a book of 174 pages, which is fully cross-indexed and under which, it is believed by officials of the bureau, any business man connected with the industry may determine fully his taxable status.

The method of presenting the regulations has been somewhat changed from that in the old issue, and matters which were formerly disposed of briefly have been given interpretations which make them readily understandable to the average taxpayer.

Several changes of importance have been made, as a result of solicitors' decisions and an effort has been made to produce, in compact form, an answer to every question which can conceivably be brought up. The work is arranged in chapters, each relating to a different phase of the industry, so that it is not necessary for a manufacturer, for instance, to wade through regulations applying to dealers in leaf, peddlers or growers in order to find the regulations applying to his business.

The Capital Cigar and Tobacco Company has just purchased a three-story building at 602 Pennsylvania Avenue, Northwest, adjoining its present home. The building is said to have cost approximately $40,000 and will be soon occupied by the new owners. The structure is of concrete, fireproof construction, with a frontage on Pennsylvania Avenue of 22 feet and a depth of 96 feet. The rear of the building is designed for wholesale business purposes, with garage facilities and loading platforms. It is declared to be readily adapted to the needs of the tobacco company, without remodeling. Following the removal of the company its present building will be sold. The new location will provide added facilities sufficient to accommodate the enlarged business of the firm, it is said.

An increase of not less than 20 per cent. in the volume of traffic would be required to make up for a ten per cent. reduction in freight rates, according to T. C. Powell, vice president of the Erie Railroad, who appeared recently before the Interstate Commerce Commission in opposition to the proposed general reduction in rates.

"In the first place we have a decreased immigration which cuts off our supply of labor and also reduces our consumption," said Mr. Powell. "Second, we have an universal cry for economy in administration. It is impossible to have a minimum of 20 per cent. increase in traffic, which would be required to make up for a ten per cent. reduction in rates."

Mr. Powell also declared that the relationship of freight rates to the mine price of anthracite coal was less in 1921 than in 1916, being approximately 33 per cent. of the mine price in 1921, as against more than 40 per cent. before the war.

Fourth class or parcel post matter must bear the sender's name and address on the outside of the package, as provided by the postal laws and regulations, and the postmasters have been instructed by the Post Office Department to refuse to accept matter which does not comply with these regulations.

The failure of senders to furnish this information, it is pointed out in the instructions sent postmasters, causes much inconvenience and annoyance, since persons and concerns receiving such unidentified packages are often unable to asertain who sent them and give the sender proper credit or, if the parcels are undeliverable, their return cannot be effected.

In order to facilitate the handling of parcels of fourth-class matter and prevent confusion and delay, it is important that the sender's name and address be placed on parcels in a uniform manner, and to this end the sender's return card should be placed in the upper left-hand corner of the side of the envelope, label or tag bearing the addressee's name and address.

It is also highly desirable that there be inclosed in every parcel of fourth-class matter a card or label bearing the written or printed names and addresses of the sender and the addressee, so that in case such names and addresses appearing on the outside should be destroyed or lost the delivery of the parcel or its return to the sender may nevertheless be effected. Postmasters are requested to impress upon their patrons the desirability and advantage of inclosing a card bearing such names and addresses for purpose of identification and urge the observance of this precaution.

An appropriation of $41,000 is carried in the agricultural appropriation bill now before Congress for the use of the Bureau of Plant Industry in the investigation and improvement of tobacco and the methods of tobacco production and handling. The bill also carries $150,000 for the Bureau of Entomology for investigations of insects affecting southern field crops, including insects affecting tobacco.

The tobacco work of the Bureau of Plant Industry is proceeding very satisfactorily, according to Dr. William A. Taylor, chief, who recently appeared before the appropriations committee during its consideration of the bill. During the past year work has been carried on in Wisconsin, Pennsylvania, Virginia, North and South Carolina and Georgia, new experiments having been started in the last named state similar to those which have been carried on in the older eastern tobacco territories.

"The tobacco crop is so sensitive to the character of fertilizer used and has proven so sensitive to the effect of those crops that grow in the rotation just ahead of it as affecting its yield and its burn and aroma and other qualities that money is paid for, that systematic, rather prolonged crop rotation experiments are necessary to determine how to maintain a permanent tobacco production," said Dr. Taylor. "The reputation that tobacco has acquired as a soil-exhausting crop is to a certain extent due to the fact that it has been grown in many sections almost continuously year after year on the same soil, applying commercial fertilizer to replenish the plant food that the crop requires. Now, that apparently was because the tobacco growers found so much trouble resulted from the introduction of rotation crops in their tobacco fields, certain crops having such a bad effect upon the quality of the tobacco, that it has required a very comprehensive and thorough-going agronomic test before recommended rotations could be developed. We are convinced that there is no reason why there should not be maintained, in a region that is favorable for tobacco and a soil that is suitable for tobacco, a permanent tobacco industry in which other crops shall play a part and the yields of the other crops be materially increased over their yields as ordinarily grown.

"But if a tobacco-damaging crop, even though it may be a soil-improving crop, be introduced in the rotation, such, as for instance, hairy vetch (which is a cover crop that is one of the best for green manuring and furnishing the nitrogen), is introduced in rotation the effect upon the leaf of the next succeeding tobacco crop is disastrous. So that in the new south Georgia district which has developed practically entirely within the past six or eight years, we are undertaking now the same sort of work that has been so helpful in older territory."

The creation of a bureau in the Department of Commerce which would be charged with the duty of scrutinizing the purposes for which trade associations are formed with a view to determining their legality, is advocated by Attorney General Daugherty. If found legal the bureau would issue a permit to such organizations and without a permit he would have it illegal for them to be formed.

Since the publication recently of the Government's attitude toward the activities of trade organizations, the Department of Justice has received many communications from associations which desire to reorganize their activities, asking for conferences at which their proposed programs may be discussed with a view to ascertaining in advance whether any projects would be deemed illegal by the Government. The department is of course unable to grant all the conferences desired and the Attorney General believes that the most satisfactory way of handling the question would be to have a bureau devoted to the subject, to which such matters could be referred.

Increased employment in February in all basic industries except textiles and paper is shown by the monthly report just issued by the United States Employment Service. Based upon reports submitted by 1428 firms usually employing 501 or more, located in sixty-five principal industrial centres of the United States, the service shows that 1,565,401 persons were employed on February 28, as compared with 1,556,507 on January 31, an increase of 8894, or 57 per cent.

"The economic pendulum that started on a downward swing in December and continued through January, took an upward turn in February," declared Francis I. Jones, director general of the service, in making public his report. "While the joints of industry are still stiff, yet there is a resiliency to business that is very encouraging, and with every indication of permanency."

The business men of the country are preparing to co-operate in an effort to remove the tariff from politics and to urge the enactment of a non-partisan tariff measure based on scientifically appraised specific duties. The first step in this direction has already been taken, in the introduction in Congress by Senator Frelinghuysen, of New Jersey, of a bill which would assess specific duties on all imports according to the difference in conversion costs here and abroad.

Suggestions for dealing with the tariff problem have been submitted to the ways and means and finance committees by a delegation of manufacturers, in which they emphasized the necessity for the immediate passage of some temporary tariff bill that will afford protection to American manufacturers while a scientific measure is being prepared.

"The present tariff," said J. P. Bird, of New Jersey, spokesman for the delegation, "avowedly disregards all thought of protection for American agriculture and industry and is solely for the purpose of revenue. The inadequacy of this measure was plain even in normal times, and has been aggravated by the demoralization for foreign exchange and the resultant lowering of foreign production costs. A just and equitable tariff can only be made possible under any circumstances by the unselfish co-operation of the leaders of American business in all its branches, and only with such a tariff can we maintain American living standards for producers and consumers alike."

(*Continued on Page 20*)

TAMPA

Eugene Vallens Plans Factory Here—Villazon & Co. Working Strong—Col. McFarlane in Auto Accident—A. L. Cuesta Back Again

Tampa, Fla., March 11, 1922.

ORIENTATION is imperative in every case in which our safety is imperiled by threatening circumstances, whether in the jungle or the high seas, in crowded streets or among panic stricken multitudes congregated within public places of amusement. And no less imperative is orientation in the business world in times of depression, when everything looks gloomy, and the spirit of self-preservation is aroused by dangers real or fancied.

Orientation demands analysis, and analysis leads us step by step to the sources of evil, and once these are discovered, the way is open to apply the proper remedy or correction.

Not all dangers come from all directions, and not all evils come from the same source, and consequently, not one remedy can be applied to all dangerous circumstances; for these may be formed by a combination of many factors.

But, if in pursuing orientation, and in the course of analysis we find out one single factor contributing to the general confusion and discomfort, it is our duty to lay bare its hideous nature, and to point out the way to avoid its deleterious influence upon a given branch of business activity.

The above reflections are prompted to the writer by his observations upon what is happening right here in Tampa by the practice of many owners of small buckeye shops, who are demoralizing the cigar industry and pauperizing themselves, producing and marketing inferior goods at prices some times below cost, or at the utmost, at a margin of profit scarcely sufficient to earn a livelihood.

These buckeye operators, some of them men of sufficient ability and skill to make good wages at the bench in the regular factories, are unconsciously placing themselves at the mercy of sharp speculators, who under the disguise of promoters and protectors, are nothing more than leeches that suck out their blood and vitality, to the detriment of the regular manufacturers whose interests suffer by an unfair competition that vitiates the trade, creating the wrong impression that the legitimate producers of honest goods are playing the role of profiteers.

The goods produced in some of those buckeyes under the most unsanitary surroundings, violating the laws of the State on child labor, and employing the poorest materials, while insufficient in quantity to fill the demands of the trade, are nevertheless a demoralizing factor that must be checked out of the field of legitimate business, by keeping a vigilant eye upon the origin of such goods.

The identification stamp adopted by the Cigar Manufacturers' Association of Tampa, is in itself a safeguard against the spurious goods of the average buckeye manipulated by unscrupulous speculators; that stamp identifies cigars made in regular, respectable and independent factories, and the trade and the public ought to familiarize themselves with the stamp and its significance, and demand it upon the box, when Tampa standard cigars are wanted.

Somebody has called these United States the "melting pot," and this suggests to me the idea of calling Tampa the "boiling pot" for the rapidity in which the projects of development come up one after the other. One of the latest is the organization of a "Quarter Million Club," whose purpose is to increase the population of Tampa up to that figure before 1930, by fostering industry and promoting civic improvements. The movement is well started and enthusiastically received; the Board of Directors of the Cigar Manufacturers' Association having joined the club in a body, with the intention of giving it their earnest support.

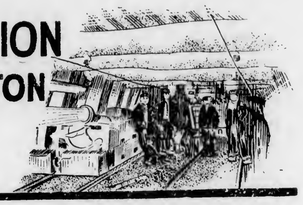
Another movement on foot is to call a bonding election to raise $3,000,000, with which to purchase the water-works, improve the port, build two additional bridges across the Hillsborough River, construct an auditorium of large capacity, extend pavements, sewers, and numerous other public improvements that would provide for the future necessities of this rapidly growing city. And all this public spirit and enthusiasm is sprung amid the dismay and gloom that transcends from other sections of the country, in sharp contrast with Tampa's self-confidence and optimism.

According to reliable information, the Gene-Val Cigar Company, of New York, will soon open a cigar factory in the three-story brick building formerly occupied by Grommes and Elson, at Spruce and Cleveland Streets, in West Tampa. Eugene Vallens is president of the company, and Antonio Gutierrez is vice-president, and both are men of long experience in the manufacturing of high grade cigars.

Another new factory that has started operations in the large three-story brick building at the corner of Twelfth Avenue and Fourteenth Street, is Villazon & Co., a new cigar manufacturing firm composed by old

(*Continued on Page 22*)

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., March 13, 1922.

SCRANTON is the home of a new cigar, "The Abbey," and is being distributed by the Liberty Tobacco Company, of that city. This jobber is also the distributor of the famous "Girard" cigar.

Frank Winslow, of P. Lorillard & Co., was a recent visitor to the northwest section in the interest of "Muriel" cigars. This brand is a popular favorite and is distributed by the Star Tobacco Company, Wilkes-Barre.

D. L. Ward has a wonderful display of "Robt. Emmett" cigars in the windows of each of his two stores in Wilkes-Barre. These windows are made in a tasty way for St. Patrick's Day, he having used shamrocks and small kewpie dolls dressed in green with tiny clay pipes to set off the spirit of the day—"17th of March." Mr. Ward has been highly complimented by many of his patrons on his skill at window trimming.

"Red" Keating, for some years with the Star Tobacco Company, of Wilkes-Barre, will soon, I hear, represent the old and popular cigar, "State House," throughout the northwest section of the State.

R. H. Paul, of Wilkes-Barre, formerly division salesman for P. Lorillard Company, is now representing the Tobacco Products Company, on "Stroller" cigarettes in his old territory. Bob has many friends in this section of the State, who all wish him a lot of good luck.

The Dusel Goodloe Company, of Philadelphia, are now the distributors of the "Webster," (Webster Cigar Company, Detroit), for Eastern Pennsylvania and South New Jersey. I may also add that this house has also acquired "Blackstone" for their territory. Both of these brands are a great asset to a distributor such as the Dusel Goodloe Company, which is a distributor of cigars only, and number among their brands some of the large standard national brands, and for 1922 have a line of cigars that covers the cigar field very thoroughly in every type of cigar.

We regret to learn that R. V. Fairlands, of Harrisburg, Pa., will give up his old stand on Market Street near third on the first of April, but will still maintain his store in Steelton. Pa. the industrial section of Harrisburg.

C. H. Stallman, York, Pa., is now the distributor of "La Palina" in the central southeastern territory of Pennsylvania and on a recent visit the writer made to York, Pa., I must say Stallman has a fine showing in four sizes of "La Palina."

The 5 cent cigar is surely coming back fast. While in Philadelphia this week I saw and smoked one of the Dusel Goodloe Co's "Pennsy" cigars, which they are now in a position to supply the trade. This label for a good many years was a feature brand with the distributor and was very popular. During the war this brand sold at 8 cents but late in the war years the manufacture of same was discontinued owing to their not being able to get the cigar of a quality to maintain its old standard. However, they are again in a position, as previously mentioned, to offer it again and it's as good as in its pre-war days, being a mild combination, long filler with light Florida wrapper, an excellent smoke at the price, 5 cents.

The popular demand for the large loose bunch roll cigars is growing bigger every day, I have heard many comments relative to this growing demand and the reasons of same vary. I personally think it is that this particular shape is free smoking and usually burn even. I am told by the trade that today they sell more of these big blunt shapes than any other shape cigar. We never know Mr. Consumer, as well as he is watched to please his whims.

"Robt. Emmet" cigars were featured at the dinner of the Irish-American Club, of Wilkes-Barre on March 4th, this dinner being given in honor of Robert Emmet's birthday, which was on this date.

BLACK DIAMOND.

DUSEL, GOODLOE & CO. TAKE OVER BRANDS OF REEVES, PARVIN & CO.

Dusel, Goodloe and Co. have closed negotiations whereby they acquire the distribution of the brands formerly handled by the cigar department of Reeves, Parvin & Co. They have also taken over the Reeves, Parvin & Co. branch at 401 Arctic Avenue, Atlantic City, N. J. L. C. Albertson, manager, will continue with Dusel, Goodloe & Co. in the same capacity. Mr. Albertson has had fifteen years' experience with the cigar trade in Atlantic City and is considered one of the best men in that territory.

Dusel, Goodloe & Co. have also acquired the distribution of the "Blackstone" cigar made by Waitt & Bond, Newark, N. J. Their territory includes Philadelphia, Southern New Jersey, Delaware and Eastern Pennsylvania. The full lines of sizes will be carried in the "Blackstone" brand, including londres, perfecto, panatella, bantam and midget.

Howard Farrand, sales manager for Yahn & McDonnell two years ago, and later with a New York house, has been added to the sales force of Dusel, Goodloe & Co., as sales manager. He will call on the high class trade in the central portion of the city.

Under the new organization the following officers and directors have been elected: Paul Brogan, president; Harry M. Shetzline, vice-president; John H. Matchett, treasurer; John E. Dealy, secretary. The directors include all the above and also Wm. H. Zorn, R. E. Fielitz and J. B. Pace.

This firm already distributes "Chancellor," "La Preferencia," "Antonio & Cleopatra," "Webster," "Robert Emmet" and "Pennsy."

DETROIT

"Bob" Ellis Lining Them Up For "R. G. Dun"—J. A. Campbell Back From Southern Trip—Claude Howell on Trip to Tampa—Vincent Dunne Passes Away—"Cuesta-Rey" Representative Opens Account in Kalamazoo—Watkins Company Adds "Admiration" Line—H. G. Ritter Meets Chinese Princess

Detroit, Mich., March 10, 1922.

DETROIT business looks better, and from all reports every industry has shown marked improvement during the past thirty days. The arrival of spring weather, with warm, sunshiny days, has caused the retail merchants to display spring goods, and, from reports, the buying public is taking advantage of the ideal weather; hence, the retailers say: "Business is showing marked improvement."

The Detroit Edison Company sees prosperity boom in demand for power, and the company is making preparations for the expenditure of $3,000,000 in the Detroit district. Retail cigar dealers say: "Business has shown marked improvement and that there is a steady demand for quality cigars." The cigar manufacturers here are working to full capacity and a steady flow of orders are arriving daily in the mails.

During the past week Detroit held its first Furniture Fashion Show, March 7 to 10, inclusive. More than 40,000 persons visited the show during the four days. This show was held to promote better homes. And "good homes mean happiness," says Ross Crane, who gave daily lectures on the "House Beautiful." Rooms were furnished displaying the latest appointments in furniture from the modest home to the house palatial. Representatives from Toledo, Chicago, St. Louis, New York, Newark, Boston, Philadelphia, Pittsburgh, Youngstown and several other large cities attended, and the show was announced a "Big Success" and preparations are being made for a show to be held in 1923.

Detroit's Rotary Club staged the final scene in the annual conference of the Ninth District of Rotarians on Friday, at the Hotel Statler. More than two thousand Rotarians attended. Members from China, Japan and India mingled in a spirit of fraternity with representative from England, Spain and France. Each visitor was ushered into the conclave to the accompaniment of his own national anthem, and escorted by a guard of honor to the reception platform. The snowshoe girls, of Northern Canada, and the bagpipe players of Scotland, reflected credit on its Rotarians. Each visitor delivered a message of congratulation from his respective president. Mayor Cousins welcomed the convention at an informal banquest, and many speakers of national prominence were on the program.

Prominent traveling representatives of the trade registered at the local hotels during the past ten days include J. C. Howard (G. W. Faber & Company), Joe Gans (Gans Brothers), L. Altman (L. Altman & Company), Ben J. Straus (A. Santaella & Company), Frank J. Horning (Arnold Tietig & Son), J. E. Riordan (Grosvenor, Nicholas & Company).

Collins Brothers, manufacturers of "Barnado Galvez" cigars, and who also operate a cigar store and several stands in the General Motors Building on West Grand Boulevard, will soon branch out into the haberdashery business and open a store adjoining their cigar store in the same building. The Collins brothers, three in number, are a live-wire bunch of young business men and are progressive from A to Z. Their cigar store is one of the most up-to-date to be found in any part of the country, and they cater to the smoking public by handling all the popular brands as well as many of the clear Havana brands of cigars.

Fred McOsker, formerly with Jay Hobart, Jackson, Mich., for several years, is now associated with the Watkins Company, and will be found on the job behind the counter at the David Whitney store.

Bob Ellis, general representative for the Bernard Schwartz Cigar Corporation ("R. G. Dun" cigars), has just returned from a very successful trip for his factory. "Bob" has placed "R. G. Dun" cigars with the following firms for distribution in their respective territories, *viz.*: Harnett & Hewett, Toledo, O.; Weideman Frees, Cleveland, O.; Hill & Waite, Rochester, N. Y.; Opler & Willert, Buffalo, and the R. J. Seidenberg Company, Buffalo, N. Y., for distribution in all the "Statler Hotel" stands and chain stores of this company. Bob only lingered long enough in the city of Detroit to tell the good news to his firm, and departed immediately for Denver and the West for a two weeks' trip.

John A. Campbell, treasurer of the American Box Supply Company, has returned from a business and pleasure trip to Tampa and other principal cities in the South. John says: "Tampa has won my heart, and from now on they can count on me every season." Not only did he enjoy the sunshine and scenery, but the splendid business shown by his order book is the reason for the prediction of an annual trip.

Burglars Tuesday night gained an entrance through the skylight in the cigar factory of F. Vega & Company, 1361-1363 Gratiot Avenue, manufacturers of "Las Vegas" cigars, drilled into the safe and blew it open with dynamite, only to find that the strong box had been left unlocked and empty. Miss Vernon, secretary, had made a deposit early in the afternoon and left nothing of value in the safe, except a large quantity of revenue stamps, which were of no use to the robbers.

"Have you any Scotch in you?" asked the man interested in genealogy.

"No, but I would be glad to if you have any," replied the man who was interested in spirits.

Henry Allen Wilson secretary of the New England Anti-Tobacco League, said in an address in Portland:

"Carefully compiled statistics show us that for every cigar a man smokes, he shortens his life three days, while with every cigarette he shortens his life a week."

At this point a prominent Portland physician rose in the rear of the hall.

"Are those statistics absolutely accurate?" he asked.

"Absolutely, sir," said Secretary Wilson. "Why?"

"Because it's rather important," exclaimed the physician. "You see, if your statistics are accurate, I've been dead over three hundred years."

Herbert V. Mesick (Cuesta, Rey & Company), has placed "Cuesta Rey" cigars with B. Cleenewerck Sons Company, Kalamazoo, Mich., also with the Post Tavern at Battle Creek, Mich.

Chas. M. Higgins, of Lea & Cady, Inc., has returned from a trip to New York and Eastern points, where he has been calling on the manufacturing trade.

Charles H. Fee, general representative of M. F. Minden & Company, Inc., accompanied by Al Korn, president, called on the Detroit retailers this week, and has left for the East, where he will remain for several weeks.

Herbert W. Schloss (S. M. Frank & Company), has been with us for a few days showing his line of "Sandblasted Italian Briar Root Dollar Line Pipes." Herb says business is good with him and that the pipe business is increasing.

Charles Elbinger has resigned his position as Western Michigan representative for J. L. Marcero & Company, and will soon enter into business for himself in the city of Detroit.

F. Wheeler Holton has succeeded his father, C. J. Holton, in the wholesale cigar and tobacco business at 80 John R. Street, and the firm will be operated in the future as the Holton Distributing Company. F. Wheeler Holton is thoroughly familiar with every detail of his father's business, and for the last three years has had practically the entire management.

C. J. Holton has spent thirty-three years of his life in the cigar and tobacco business in the city of Detroit, and is prominently identified with the trade throughout the country. In turning over the business to his son, it is not his intention to sever all relations with the firm which he founded, but will keep in close touch with the new firm in an advisory capacity. His personal office will be located in the same building with the Holton Distributing Company.

W. N. Fitzgerald, general manager of the "Mi Lola" Cigar Company, accompanied by Harry Bassett, local ambassador, has been making the rounds of the city looking over Harry's wonderful work of distribution and window displays, which is A-1. From all reports this brand is going over the top in big numbers and 1922 is looked to to be the banner year.

Carl Stradley has joined the sales force of T. L. Marcero & Company and will cover the western part of the State, working on "El Producto," "Admiration," "Bankable" and other lines which are jobbed by this firm.

Claude E. Howell, distributor of "Harvester," "El Cruzador" and "Swift" cigars, is on a pleasure and business trip to Tampa. No doubt Claude will add some clear Havana brand to his line for distribution in the city of Detroit.

F. A. Burgess, sales manager for P. Lorillard Company, is on a tour of inspection to the State of Michigan. "F. A." is accompanied by Harry G. Hoyt, division manager for the State, and many are the attractive window displays throughout the city at the present time, which no doubt make Harry feel good, especially so when the big boss is in town. And from reports of the local dealers, the various brands of cigarettes manufactured by this firm are increasing in sales under the supervision of "General Hoyt."

Vincent Dunne, associated with the Watkins Cigar Store Company (David Whitney Building) for a number of years, died of capillary pneumonia in St. Mary's Hospital, on March 1st. Mr. Dunne was born in Dublin, Ireland, thirty-five years ago, where he spent his boyhood days, in the pipe and tobacco business, later moving to Manchester, England, where he was engaged in the same line. In his early twenties he came to America and secured a position with Park & Tilford, New York, where he remained for several years prior to taking up his residence in Detroit. Mr. Dunne was an expert pipe man, an authority on blending tobacco a salesman of the highest standard and very popular with the trade. He will be a great loss to his employer and greatly missed by his associates in the tobacco business. Mr. Dunne is survived by two sisters and a brother, all residing in the city of Detroit.

Charles F. Becker, distributor of "Webster," "Robert Emmet," "Bold" and "Topic" cigars, has returned from a six weeks' vacation at Palm Beach and Miami, Fla.

Henry J. Payette, of H. J. Payette Cigar Company, Port Huron, Mich., was a recent visitor to the city of Detroit. Henry says business is very good in his city, and showing improvement every week, and that he is very optimistic over the outlook for an early revival of old time business.

Thos. A. Fredericks, of Jerome H. Shiep, Inc., Mobile, Ala., manufacturers of cigar box lumber, has been sojourning in the city of Detroit calling on the cigar box manufacturers.

William Tegge, of William Tegge & Company ("Sol Smith Russell") cigars, has returned from a six weeks' trip to Miami, Fla.

The Watkins Company have added the famous line of "Admiration" cigars, in all shapes and sizes, which will be featured in their chain of retail stands and stores.

Tom Powell, the "El Roi-Tan" speed king, is going strong and making up for lost time. Tom was marooned in the Northern Peninsular for several days during the recent storm tie-up, and says he is glad to get back to civilization and find "El Roi-Tan" cigars growing in popularity.

Pat Ryan, of Harnet & Hewett Company, Toledo, has resigned his position effective April 1st, and will on and after that date represent the Bernard Schwartz

Always Faithful to the Good Old Pipe.

Since his recent visit to this country, the fame of Marshall Foch as a pipe smoker is second only to his fame as the Hero of the World War.

Shortly after the armistice was signed, when Foch declared that the pipe helped him win the war, William Demuth & Company went to great effort to determine the exact specifications of Marshall Foch's favorite pipe.

A special set of pipes was manufactured and presented to the Generalissimo of the Allied Armies as a token of esteem.

The Marshall graciously acknowledged receipt of these pipes and the entire story is artistically and effectively set forth by William Demuth & Company in a window display on Thirty-fourth Street, between Seventh and Eighth Avenues (at the entrance to the Pennsylvania Railroad Terminal), New York City.

Cigar Corporation on "R. G. Dun" cigars in the State of Michigan.

Messrs. Weiss and Langsdorf (Antonio Roig & Langsdorf), "Girard" cigars, accompanied by J. H. Keogh, factory representative, are calling on the Detroit dealers and their local distributor. They sure have a winner in the new 15-cent size, "Girard Benefactor." It's there with the size, shape and quality.

Harry H. Parr, division manager (American Cigar Co.) "Chancellor" cigars, reports his brand to be growing in popular demand with the Detroit smokers and to be showing an increase over the corresponding period of last year. Harry has been doing some great work on "Chancellor" cigars, and the results must be very gratifying to him.

Henry G. Ritter, of the Ritter Cigar Box Co., has returned from a brief trip during which it is said he attended a function at which a Chinese princess was entertained.

Many attractive window displays on various brands of cigars are to be seen around the city this week, *viz.*: "Swift," "Webster," "El Moro," "Planco," "La Palina," "El Producto," "Mi Lola," "Ottina," "Paid in Full," "R. G. Dun," "Dime Bank," "El Cruzador," "Prince Hamlet" and various other brands worthy of mention.

The Worth Cigar Company, 2311 Russell Street, distributors of "Las Vegas" cigars, report that this brand of Java wrapped and clear Havana filler is meeting with rapid response from the trade and duplicate orders are a daily routine.

Mail in your subscription early for the TOBACCO WORLD. It is very essential for the cigar and tobacco dealers to keep posted on what's going on in the trade. The TOBACCO WORLD has this news. *Why Not Today?*

Yours,

Mike of Detroit

(Mike, tell Jad Fred's dead.—Ed.)

Broadway Jottings

Joseph F. Cullman, Jr., has returned to local headquarters after a trip to South America.

Hugo Muller, of Manus, Muller & Co., will sail early in the month for the inscription at Amsterdam.

Harry Sperling, of the Sperling Tobacco Co., Wilkes-Barre, Pa., visited New York recently.

The annual report of the Tobacco Products Corporation shows net earnings of $8.45 a share on the common stock before the deduction of Federal taxes.

Sam Katz, after being in the selling game for a number of years, has entered the retail ranks and now operates the cigar stand at 20 Broad Street.

Emmet Walsh, formerly with Rosenthal Bros., and later with the Consolidated Cigar Corp., has joined the organization of D. Emil Klein Co. He has been appointed vice-president and sales manager.

E. S. Murphy has been appointed receiver for Carnal & Gustow, cigar manufacturers of New York. Their petition in bankruptcy listed liabilities amounting to $12,150 and assets slightly more than $2000.

E. Eckes, of H. Anton Bock y Ca., reports handsome increases in business for the first two months of the year. "Don Antonio" is constantly increasing in distribution.

Sol Furgatch and Asa Lemlein have been appointed directors for the cigar trade in the campaign for the Jewish Relief. Benno Rosenwald, who is chairman of the tobacco committee, made the appointment.

A·B·S
CIGAR MANUFACTURERS SUPPLIES

More than ever before, the *utmost* in *quality* and the *utmost* in *service* are necessary to the profitable conduct of progressive manufacturing.

When placing your orders the *integrity* of your suppliers and the *dependability* of their products should be of first consideration.

The Calvert Lithographing Company and The Heekin Can Company, firms of established reputation, have chosen us as their exclusive selling agents to the cigar industry for their respective lines.

Our line of cigar manufacturers' supplies is made complete by the standard products of many other well known firms.

The *service* we render and the *quality* of our products have established us as suppliers to the largest cigar manufacturers.

2309 RUSSELL AT GRATIOT **American Box Supply Co.** DETROIT, MICH.

Get More Light Into Your Store and Watch Your Business Grow

By Frank H. Williams.

THERE'S a middle western manufacturer who was formerly in the retail cigar business who has some very definite ideas concerning the conduct of a cigar store and the doing of things that will increase the store's business and one of these ideas has to do with store lighting. It is this man's contention that the better lighted a tobacco store is the more business it will do.

Let's listen to this individual for a short time.

"When I started in the retail tobacco business," said this man, "I had a place that might be known as a hole in the wall. I had a fine selection of goods and a lot of friends, but my place was as dark as a dungeon and business simply wouldn't come.

"I couldn't understand, at first, why it was that I didn't get patronage in anything like the way I'd expected to get it. Then I sat down and had a heart-to-heart talk with myself during which I asked myself these questions:

"'Supposing you were a possible patron of this store, how would it impress you when you entered it?

"'Suppose you were a possible patron of this store, would you find the cigars or cigarettes here that you would want to find?

"'Would you be satisfied with the sort of treatment you would get in this store?

"'Would you be satisfied that you were getting your money's worth?

"'Would you feel like coming back again?

"'What sort of changes, if any, would you make in this store to make you feel more like coming into the place?'

"You see, I'd noticed that quite a large number of my friends came to the store once and then never showed up again. And that was one of the big problems about my business which I couldn't understand. So it was that I had this heart-to-heart talk with myself and tried to put myself in the place of a customer.

"I found that it was rather difficult to get into this attitude of being a customer of the place instead of being the proprietor, but at last I got the desired mental attitude and then I looked around my store with new eyes.

"I saw that I had the goods, I saw that I had the right prices and I saw that all customers coming into my place were treated right.

"But I also realized for the first time that my store was really a gloomy old hole. It was the sort of a place that cast a damper on any one entering it. There was gloom here, there and everywhere. My fixtures were dark in color, the wall and ceiling decorations were dark, the floor stain was dark and very little light came into the store through the front windows and the electric lights in the place weren't sufficient in number and weren't bright enough to make any very great impression on the prevailing darkness and gloom.

"'That's it! That's the trouble!' I said to myself. 'This whole place needs livening up. It needs more light—both sunlight and artificial light. I don't blame customers who once straggle in, for never coming here again. I wouldn't either. In fact, if I wasn't so familiar with the place and was a customer entering the store I'd feel as though ever after I'd rather go without a smoke than come into such a gloomy spot.'

"So I got busy.

"There were partitions at the back of my show windows up to within three or four feet of the ceiling. Of course these partitions were something of a help in framing interesting window displays because they furnished a background for the show windows and gave me something to pin displays on. But this usefulness wasn't sufficient to make me want to keep them. I had them yanked out just as quickly as possible. And I saw to it that not a thing was placed in my show windows that would in any way hinder the sunlight from getting into the room.

"It was surprising what a difference it made in the room to let a little sunlight in. Right way the room seemed a lot more cheerful. Right away my employees began to wear smiles on their faces instead of looking glum all the time and right away some of the folks who came in once began coming back more frequently.

"Following this I changed the artificial lights in the room. I'd been using regular electric light in chandeliers, but I changed the lights to the indirect system and put in twice the lighting power I'd had before.

"Believe me, the change this made in the store on dark days and in the evenings was little short of wonderful. There was so much light now that it even made the dark old furnishings look more pleasing.

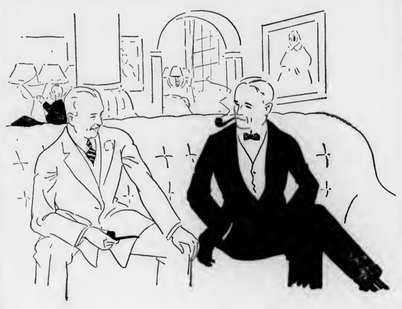
"And here was a surprising and interesting thing the better lighting, both sunlight and artificial light, did for the store. I'd always prided myself on keeping my store immaculately clean. But with the sunlight and added artificial light throwing all the dark corners into prominence I was actually astonished to see how much dirt had been escaping us. Right away I had a general housecleaning, which made the store cleaner than it had been in a long time.

"The next thing was to attack the gloomy furnishings with fresh, bright, cheerful paint. I selected a light brown as the predominatng color for the furnishings, the walls and ceilings and used a darker brown for the floor and white wherever possible. Of course it was a mess getting everything painted, and of course I knew that such light colors would make it necessary for me to have the place frequently cleaned or redecorating done, but the result was worth the trouble, the time, the expense and the knowledge of the extra cleaning work that was entailed. It changed the entire appearance of the room. It dispelled the last bit of gloom about the place and at once made my store sunny, cheerful and always attractive.

"Right away business began to improve. Customers who entered the store came back again and again and sent their friends around. Old friends who had come once and then no more, now returned and became regular patrons of the establishment. The business of my store grew daily by leaps and by bounds.

(*Continued on Page 18*)

Have you seen the new ads for Lucky Strike?
LUCKY STRIKE
"IT'S TOASTED"
You've done it yourself—sometimes.
Over the pond with your iron, and to the green! A lucky strike for you.
LUCKY STRIKE!
When we discovered the toasting process six years ago, it was a Lucky Strike for us.
Why? Because now millions of smokers prefer the special flavor of the Lucky Strike Cigarette — because
It's Toasted*
*—which seals in the delicious Burley flavor
And also because it's
Guaranteed by
The American Tobacco Co.
Columbus was glad to see the U.S.A. after his long trip.
And when he could throw a rope! A lucky strike for him.
Time to get up—if you want your breakfast, and your train!
A lucky strike for you this morning.



Two men seated in the lounge room of a prominent club were discussing their favorite pipes and tobaccos.

"I have a rack full of pipes," said Morgan, "but I must admit that this old WDC Milano has given me more smoke pleasure than the others. It broke in easily, and has grown sweeter with each successive smoke."

"I think I will buy one," said Langden. "Where are they sold?"

"I picked this one up on 5th Avenue," Morgan replied, "but you can purchase them at any of the leading stores throughout the country."

Langden bought his WDC Milano, and a can of of his favorite blend that afternoon, at a nearby store where Milanos were displayed.

It pays to display Milanos as the smoker who can afford the best often makes his other purchases of smoking requisites where Milanos are displayed.

WM. DEMUTH & CO.
NEW YORK
THE WORLD'S LARGEST MAKERS OF FINE PIPES

Get More Light

(Continued from Page 16)

"Nothing, I am convinced, could possibly have achieved this change in business so effectively as getting more light into the place—both sunlight and artificial and by changing the predominating colors of the room from sombre to cheerful.

"And I'm sure that this matter of getting more light into the tobacco store is just about the most essential thing there is in increasing the store's business. In fact if any man ever told me he wasn't satisfied with the business his tobacco store was doing I would at once feel sure that he wasn't getting as much light into his store as he could.

"Of course I did other things from time to time which brought me more business. Perhaps other tobacco store merchants might use the same ideas to good effect in boosting their businesses so I'll tell you about them.

"One thing I did was to install a full length mirror at a convenient point. You'd be surprised to know how many men took advantage of this mirror to look at themselves when coming into my store. I'm absolutely certain that I got and retained the trade of some certain men simply because I was the only tobacco store in the city where they could get a good, satisfactory look at themselves.

"Also I installed a free weighing machine in the store. This attracted a lot of attention and I'm sure that it got me the trade of some close individuals who wanted to get weighed but who hated to part with the penny customarily demanded.

"More brands of cigars and cigarettes, a complete line of pipes, playing cards, magazines and newspapers and small packaged candy also helped me do more business.

"But light is the most important thing. The more light the more business the tobacco store will do."

Isn't there a hint in all this for other tobacco retailers?

BAYUK PRODUCTS PROFITABLE

Bayuk Bros., Inc., in their report for 1921 show profits of $494,392 as against $524,573 in 1920. While many companies suffered severely from the 1921 depression, the sales of Bayuk products showed only a slight decrease. This is not only a very happy reflection on the ability of the sales organization but also speaks for the smoking public's appreciation of the quality of their merchandise.

JOE DUBLON TO SELL FOR KLEIN CO.

Joe Dublon for many years a member of the sales force of E. M. Schwarz & Co., and throughout that period associated with D. Emil Klein, has become a member of the sales staff of the D. Emil Klein Co. Mr. Dublon will have charge of the sales in Pennsylvania, New Jersey, New York and New England States.

CONSOLIDATED PRESIDENT ON TRIP

Julius Lichtenstein, president of the Consolidated Cigar Corporation, accompanied by Louis Cahn, has started on a trip across the continent to visit the many distributors of the company's brands.

PROSPERITY

In the Cigar Trade is associated with

Stabilized Brands

Wherever the Manila Cigar has been given a chance to go constantly to the consumer at a fair price. Wherever the market for a brand has been kept clean THE MANILA CIGAR has won the good opinion of smokers and has returned MORE PROFIT to its distributors than any other cigar equal in price in the United States.

A STABILIZED MANILA BRAND has paid, is paying, and will pay good dividends.

Conditions today make the opportunity for stabilizing Manila Cigars far more favorable than ever before.

Manila Cigar Factories and their Agents in the United States have come to appreciate fully the advantages of promoting trade on the basis of standard merchandise and staple brand.

Prices have receded to the point where splendid values open wide the door to profitable Manila Business.

Greater care in packing and in transporting insures the arrival of fresh shipments in excellent condition.

Factory guarantees to keep the market clean and to protect the BRAND BUILDERS against any possible loss because of damage and deterioration means full co-operation with American jobbers.

Be a Manila Brand Builder!

There's Money In It

LIST OF MANILA BRAND BUILDERS ON REQUEST

MANILA AD. AGENCY, (C. A. Bond, Mgr.)
15 WILLIAM STREET - - NEW YORK, N. Y.

(Continued on Page 7)

I look at the photographs of statesmen of high degree, and poised between their fingers is the ubiquitous cigarette or the inevitable cigar. The same applies to lawyers, business men, professional men and workers of all degree.

Marshal Foch and Lloyd George are addicted to the soothing perfume of the pipe, and the admirers of President Harding have just sent him two beautiful pipes made from the roots of an historic tree.

Now, Milady says, "me too," and in an ever-increasing numbers she seeks the sweet content which the fragrance of the leaf imparts.

Lucky dealers, these cigar retailers. When all other dealers are complaining that they can't sell goods, here is all the world, and his wife and children, coming to you to buy the leaf in its various forms.

Perk up, ye disconsolate one. Your opportunity is here as big as a mountain, and filling all the sky.

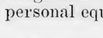
Study your customers in bulk. Are they aristocrats, bourgeoise or proletariats? Carefully select the article which will delight the greatest number of them. Push this article. Specialize on it. Praise it to the stars which are a billion miles high. Advertise it in a thousand ways. And you will live in splendor and your wife will dress in silks and diamonds.

A few years ago we neglected the man and boomed the machine, the organization. We said "there is no friendship in business," that business is cold-blooded, that people in buying were guided absolutely by quality and price, and that the personal equation did not enter into it.

You remember a year or so ago when many of the letters you received were rubber-stamped "address your reply to the house and not to any individual."

Well, those big business houses have chucked that rubber stamp, and they are bringing the individual to the fore. They found that the personal equation *DOES* count. That men are warm-hearted and like to deal with likeable men. A close analysis has disclosed that business is not cold-blooded, that men like to buy of friends, and not of strangers or of glacial institutions.

And herein lies a most valuable pointer for you, Mr. Dealer, and your Clerk. The pointer is to develop your personality—to learn that difficult and subtle art of making every sort, kind and condition of man like you. It is one of the finest, most beautiful and most valuable arts in the world. It is a most fascinating study, and its rewards are a king's ransom.



Do you ever read the little business maxims that appear occasionally in trade journals?

I do. And I have one objection to them.

They are good. Mighty good. Every one is usually worth its weight in gold. But there are so many of them that I read hastily and one don't get any good out of the lot.

A list of them is now before me. There are twenty of them. If I printed the twenty, you wouldn't bat an eye. I'm going to hand you two. Two only. Please read them ten times. Then repeat them from memory a hundred times. Then act on the suggestion they convey. Result: You will be rich in five years. Sinfully rich. You sure will. Here they are:

"Ideas gathered and planted in business will make any business grow.

"A few dollars turned frequently are better than many dollars slowly turned."

News From Congress

(Continued from Page 9)

The postponement of further reductions in freight rates until there has been a liquidation of operating expenses was urged upon the Interstate Commerce Commission by Fred H. Wood, general attorney for the Southern Pacific Railroad, in summing up the railroads' side of the hearing on the proposed ten per cent. reduction.

"The commission will take a great responsibility if it orders rate reductions upon the expectation that the traffic will be so stimulated thereby as to offset or more than offset the immediate effect of such reductions upon the volume of traffic now being moved without the most convincing proof," declared Mr. Wood. "The whole argument in favor of the reduction in rates upon the theory of stimulating business is speculative and artificial. The only definite and certain thing present in the situation is that by such reductions the carriers will be driven back to a position as bad or worse than that which faced them at the end of Federal control. A business revival can be much more speedily and effectively brought about by a resumption of buying power upon the part of the railroads than by any other single event which can take place in our industrial life, and this buying power instead of being stimulated will be completely destroyed if the theory of those who advocate rate reductions for the purpose of stimulating business is followed."

In cases where there have been reductions in freight rates, statisties filed with the commission have failed to show any increase in traffic, Mr. Wood asserted.

VAN MILLER WITH "KEEN KUTTER."

John Van Miller, manager of the cigar department of Reeves, Parvin & Co., has connected with H. F. Martin, York, Pa., manufacturer of the "Keen Kutter" cigar, and will handle the brand in this territory.

LIGGETT & MYERS TOBACCO CO. REPORT.

The annual report of the Liggett & Myers Tobacco Co., for 1921 shows net income of $9,854,157. After preferred and common dividends were paid, $4,383,-?68 was added to the surplus making a total surplus of $27,074,203. After preferred dividends were paid the 1921 earnings was equivalent to $25.33 a share on the common stock.

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY

IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER

220 ELEVENTH AVE., NEW YORK CITY

BUY PORTO RICAN TOBACCO

ACCORDING TO CLASSIFICATION

THE GOVERNMENT GUARANTEES ITS ORIGIN

AND AFFIXES A STAMP FOR YOUR PROTECTION

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO RICO
WITH · PORTO RICAN · AND · OTHER · TOBACCO
CON · TABACO · PRODUCIDO · EN · PUERTO RICO
MEDIO CENTAVO
HALF OF ONE CENT

CIGARS:

WHITE—Manufactured in P. R. with Tobacco produced in P. R.
BLUE—Manufactured in P.R. with Porto Rican and other Tobacco.
PINK—Manufactured in P. R. with Tobacco not a product of P.R.

TOBACCO:

WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · TOBACCO · PRODUCED · IN · PORTO · RICO
CON · TABACO · PRODUCIDO · EN · PUERTO · RICO
MEDIO CENTAVO
HALF OF ONE CENT

INFORMATION ABOUT GUARANTEE STAMPS AND PORTO RICAN TOBACCO AT

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

J. F. VAZQUEZ, Agent

126 MAIDEN LANE Telephone—John 1379 NEW YORK CITY

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

ARTABAN

MILD HAVANA CIGARS

MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA

800 CIGARETTES A MINUTE!
PLAIN OR TIPPED
ON
Our New "Triumph" Model U. G Cigarette Machine
More than 5,000 "United" Machines in Daily Operation Throughout the World
Write today for full particulars on our latest models

Cigarette Machines | Auxiliary Machines | Tobacco Stemming Machines | Cigarette Packing Machines

UNITED CIGARETTE MACHINE COMPANY
INCORPORATED
LYNCHBURG, VA., U. S. A.
Canadian Representative: GEORGE E. GOLDSTEIN, 310 Nicholas Bldg., Montreal
Cuban Representatives: LARRAZABAL Y CIA, Calle De Concordia No. 5, Haban

MATHYS, ZADES & CO.
Exporters of Oriental Leaf Tobaccos
from
MACEDONIA—SMYRNA—GREECE AND THE BLACK SEA
Tobaccos from these districts always in stock at our Antwerp warehouse
Please write for Price List and Samples and compare our prices with the competition.
Head Office ANTWERP Belgium

Tampa Letter

(*Continued from Page 10*)

associates of Pancho Arango. They already employ forty men, and expect to increase their force very soon.

Francisco Arango and his nephew, Jose Arango, have taken possession of the large building formerly occupied by Diaz, Raphael & Co., where they will start manufacturing clear Havana cigars, for which purpose Francisco Arango has personally purchased a large supply of choice tobacco, during his recent trip to Cuba.

Fred Davis, of the New York-Tampa Cigar Company, has acquired the big brick building and outfit lately of Francisco Arango & Co., and will move into it next week from his present location in West Tampa. This movement being necessary to cope with the continuous growing of the business of that prosperous firm.

Juan B. Gonzalez, one of the oldest settlers of Tampa, in whose cigar industry and social circles he has been always a conspicuous figure, has passed away after a long illness, and will be buried with Masonic rites tomorrow, Sunday, in the Myrtle Hill Cemetery. Mr. Gonzalez was foreman in the J. W. Roberts and Son cigar factory, which position he held for the last twelve years, and is survived by his wife and a brother, who left Havana by air boat via Key West, to attend the funeral.

Another sensible occurrence that has shocked this community, is the misfortune of Col. Hugh C. Macfarlane, who has been badly hurt in an automobile accident near Miami. Mr. Macfarlane, although a distinguished lawyer by profession, has been identified for many years with the Tampa cigar industry, being the promoter and developer of that section of territory west of this city, to the extent of having been designated as the father of West Tampa. His wife and son have left for Miami to his bedside, accompanied by the best wishes of the numerous friends of Col. Macfarlane, for his recovery.

Among the distinguished visitors of Tampa was counted Ernest Ellinger, of New York and Havana. The many friends of Mr. Ellinger were delighted to see and shake hands with that pleasant gentleman and intelligent leaf dealer.

A. L. Cuesta has returned from Havana, and with him came his son, Karl, to take a little rest from his strenuous labors as cigar manufacturer and golf champion.

Jorge Leon, of San Martin & Leon, left for Cuba Thursady, on a tobacco inspection and purchasing expedition. Mr. Leon has been studying the needs of the trade, and his activities in the island will be directed to answer that need as they come under his keen observation.

And now, until the next letter.

VERITAS.

L. F. THEYSKENS IN NEW EXPORT FIRM

L. F. Theyskens, at one time an executive of the International Planters Corporation, will associate himself with W. B. Shaw, Porto Rican merchant, with offices at 136 Front Street, New York. Mr. Theyskens will shortly sail for Europe in order to complete the organization of European branches.

JANUARY CIGAR PRODUCTION

March 3, 1922.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1922.

Products	*January* 1921	*January* 1922
Cigars (large)—		
Class A .....No.	127,046,233	161,167,915
Class B .....No.	147,316,658	96,143,480
Class C .....No.	176,891,250	176,359,266
Class D .....No.	9,718,079	8,078,143
Class E .....No.	1,825,819	1,511,998
Total	462,798,039	443,260,802
Cigars (small) .....No.	64,661,867	61,495,000
Cigarettes (large) ....No.	2,955,110	1,582,590
Cigarettes (small) ...No.	3,901,560,330	3,705,516,463
Snuff, manufactured ....lbs.	2,381,653	3,276,981
Tobacco, manufactured ..lbs.	24,770,945	30,938,009

Tax-paid products from *Porto Rico* for the month of January.

Products	*January* 1921	*January* 1922
Cigars (large)—		
Class A .....No.	6,308,050	494,950
Class B .....No.	1,234,925	728,045
Class C .....No.	5,259,350	4,954,490
Class D .....No.	485,750	105,550
Class E .....No.	7,500	
Total	13,295,575	6,283,035
Cigars (small) .....No.		800,000
Cigarettes (small) ..No.		100,000

Tax-paid products from the *Philippine Islands* for the month of January.

Products	*January* 1921	*January* 1922
Cigars (large)—		
Class A .....No.	3,962,005	7,379,290
Class B .....No.	1,142,560	731,175
Class C .....No.	301,454	68,064
Class D .....No.	1,075	200
Total	5,407,094	8,178,729
Cigarettes (large) ..No.	100	
Cigarettes (small) .No.	115,710	4,973
Tobacco, manufac. .Lbs.	159	25

FEDERAL TRADE COMMISSION REVERSED

The Circuit Court of Appeals annulled orders of the Federal Trade Commission against certain ship chandlers for commercial bribery, and the United States Supreme Court has refused an appeal on the grounds that the ship chandlers business was not within the Commission's jurisdiction.

Also the Supreme Court has made permanent a temporary injunction against the Commission to prevent it from compelling industrial reports to be filled out by steel companies. These questionnaires asked for information on production costs and profits. The injunction was made permanent on the grounds that the Commission could not constitutionally be authorized, and has not been authorized by law, to demand such reports. The Commission has taken an appeal before the Court of Appeals of the District of Columbia.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY 2512 15th Street TAMPA, FLA.
OFFICE 49 Walker Street NEW YOPK

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century
Two For 15 Cents
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA
CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

NEW TOBACCO STEMMING MACHINE

No step in the various processes of converting tobacco into one form or another for consumption has been so difficult for engineering ingenuity and skill to overcome in a practical way as that of removing the stem from tobacco leaf by mechanical means.

It can safely be said that this is the only truly manual operation today in the manufacture of tobacco. The production of cigarettes in any modern factory, once the stem is removed from the leaf, is a series of mechanical movements one following the other in rapid succession. The same is equally true of smoking tobacco or plug tobacco, and even cigars are now machine made.

The Tobacco Stemming Machine Company of Lynchburg, Va., is now offering a machine which has been tried and proven to be a simple, economical and practical solution of the problem of stemming all grades of tobacco for cigarettes, smoking tobacco, plug tobacco and cigar filler.

The machine is easily operated by unskilled labor, as negro women from among the hand stemmers usually perform all functions necessary to the operation of the machine. One operator is required to untie the bundles which are run through the cutter on an endless belt. Upon passing through this device the leaves are opened and fed into the machine by another operator. One person is also required to strip drop leaves and another to search the strip in order that this may be quite free of stem. In some cases two persons are used for searching where the strips must be entirely free of any particle of stem.

With four operators, this stemming machine will perform the work of from ten to twelve hand stemmers and it is very significant that manufacturers who have installed these machines are unanimous in declaring that the work is superior in every way to hand stemming, especially on account of the fact that the yield from every pound of leaf is increased on account of the stem being stripped much cleaner than by hand.

One manufacturer now using one hundred of these machines, which have been found entirely satisfactory, has stated that the cost of stemming tobacco on this machine, including power and replacements, is less than one-half the cost of stemming by hand.

WEYMAN-BRUTON CHANGES NAME

At the recent meeting of the stockholders of the Weyman-Bruton Company approval was given to the resolution of the directors to change the name of the company to the United States Tobacco Company. Approval was also given to the issue of 360,000 shares of stock of no par value. J. W. Abbott, H. L. Brown, J. D. Carhart and C. J. Conn were added to the board of directors.

NEW YORK FACTORY FOR PARK & TILFORD

Park & Tilford will shortly begin the operation of a cigar factory at 529 West Forty-second Street, for the production of their "Tilford" brand. This is a Havana filled cigar with a Sumatra wrapper. It will be manufactured in four sizes, from ten cents to fifteen cents. As opportunity offers wide distribution will be given the brand, and at such time jobbing rights will be extended to other distributors.

PRESIDENT J. M. DIAZ IN HAVANA

Jose M. Diaz, president of the Preferred Havana Tobacco Company, will shortly reach Cuba on a tobacco inspection trip, and after spending a little time there will visit his factories in Tampa, Fla.

T. M. A.

THE Tobacco Merchants Association already has a good part of its staff working out the details and making arrangements for the Third National Convention of Tobacco Men, to be held in Washington, on May 24th and 25th. Judging from the scene of activity at the headquarters of the association, no stone is being left unturned to make the coming convention the greatest ever held by the industry.

Under date of March 11th a letter has been issued by Charles Dushkind, managing director of the association, urging attendance at the meeting and emphasizing the point that membership in the association is not essential to attendance at the convention and banquet. The letter follows:

"You have already received a copy of the *Official Call* for the Third National Convention of Tobacco Men, to be held on May 24th and 25th next, at the New Willard Hotel, Washington, D. C.

"Every mail furnishes additional proof that the vital necessity for this 'Get Together Movement' is generally recognized throughout the trade.

"The two days of the convention, as well as the banquet to be held on the evening of the first session day at the New Willard, at which the entire delegation in attendance will be entertained as guests of the association, will afford an ideal opportunity for the trade in all its branches to become better acquainted and establish the friendly relations and good-fellowship that should always exist among those engaged in the same industry.

"As most emphatically pointed out in the *Official Call,* it is our aim to make this a *Real National Convention* truly representative of every branch of the tobacco and allied industries, without regard to membership in this association. Therefore, although you have not as yet favored us with your membership, we nevertheless not only hope to have you with us, but we earnestly ask your suggestions as to the management of the convention or the topics to be discussed, and to co-operate with us in every possible way to make this convention a success.

"May we not anticipate the pleasure of an early response, indicating that we shall have the benefit of your participation, support and co-operation?

"Respectfully yours,
"CHAS. DUSHKIND,
"*Managing Director.*

"P. S.—For your information we enclose a list of representatives at our last convention, which speaks for itself."

The list of trade representatives referred to reads like a roster of all the leading members of the entire tobacco industry.

HERNSHEIM CREDITORS TO MEET

A meeting has been called of the creditors of the Hernsheim Company, New Orleans, La. This concern is one of the oldest in the South and manufactures the "Jackson Square" cigar now retailing at five cents.

The Japhina Cigar Company, 129 East 109th Street, New York, has filed a petition in bankruptcy, showing liabilities of more than $7000 and no assets.

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Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

22 HAVANA BLUNTS:—42,455. For cigars only. January 26, 1922. Lasteco Cigar Co., Quincy, Fla.

PLAYTIME:—42,456. For cigars. December 14, 1921. J. P. Kilfeather, New Haven, Conn.

LA FLOR DASTINE:—42,457. For cigars. January 23, 1922. M. & D. Dastin, New York City.

DANTE & BEATRICE:—42,458. For all tobacco products. January 26, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

BUCKTIL:—42,460. For cigars. January 18, 1922. David H. Haney, Danville, Pa.

HERMAN MELVILLE:—42,461. For all tobacco products. February 23, 1922. American Litho. Co., New York City.

INNOVATION:—42,462. For cigars. February 17, 1922. Cole Litho. Co., Chicago, Ill. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been used by the Quality Cigar Co., Cincinnati, Ohio, since 1916, and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

DEPENDABLE:—42,463. For cigars. February 17, 1922. Cole Litho. Co., Chicago, Ill. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been used by the Quality Cigar Co., Cincinnati, Ohio, since 1916, and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

GOLGOTHA:—42,464. For cigars. February 24, 1922. Campbell Cigar Co., South Deerfield, Mass.

EARL HANSON:—42,467. For all tobacco products. January 30, 1922. American Litho. Co., New York City.

SAM HART:—42,468. For all tobacco products. January 30, 1922. American Litho. Co., New York City.

TRANSFERS.

A NOVEL BY AL HAZZARD:—30,102 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered April 3, 1905, by Al Hazzard, Fort Wayne, Ind. Transferred to Geo. Gemmer, Fort Wayne, Ind., November 22, 1921.

MARCELINA:—10,656 (Tobacco Leaf). For cigars. Registered August 9, 1895, by Perez Y Rodriguez, New York City. Transferred by Marcelina Perez & Co., successors of Perez Y Rodriguez to Nic. Althaus Co., New York City, February 28, 1922.

LORRAINE:—11,365 (Tobacco Journal), **27,362** (Trade-Mark Record). For cigars. Registered October 23, 1880, and October 7, 1902, respectively, by C. B. Perkins, Boston, Mass., and Chas. B. Perkins & Co., Boston, Mass. Transferred to D. Emil Klein Co., New York City, February 27, 1922

WANTS DEPARTMENT OF COMMERCE TO ASSUME TARIFF COMMISSION FUNCTIONS

The transfer of the functions of the United States Tariff Commission to the Department of Commerce is sought by Senator Frelinghuysen, of New Jersey, in a bill which has just been introduced in the Senate. After providing for the transfer of the books, papers, property, and the members and employees of the Commission, the bill directs the Secretary of Commerce, immediately after the enactment of this legislation and from time to time thereafter, to make special investigations to ascertain the conversion costs of articles manufactured or produced n the United States and in competing countries.

Conversion cost as used above is defined in the bill to mean the cost of manufacturing or producing the article to which it may be applied, including labor, overhead, interest, insurance and transportation.

The Secretary would have authority to appoint from each interest, including agriculture, labor, manufacturing, mining, banking, import, export and transportation, advisors to the Commission and such additional representatives of each such interest as he deems necessary, these advisors to serve without compensation from the United States. It is stated in the bill that they shall be so appointed that each such interest, and each section of the country where any such interest has a substantial existence, is properly represented. Appointments would be made on the basis of the knowledge and experience of each advisor in the interest which he would represent, and without regard to his political affiliations.

It would be incumbent upon the Secretary of Commerce on December 1, 1923, and from time to time thereafter, to report to Congress the complete results of such investigations made under the provisions of this measure. Whenever the conversion cost in the United States of an article is in excess of the conversion cost of such article in competing countries, it would be for him to recommend so far as possible, the rate of duty required to scientifically equalize the difference between such conversion costs, in order that Congress may, whenever possible, fix specific rates of duty based on the American conversion cost. The bill further provides an appropriation of one million dollars to make the investigations possible.

THE "COME-BACK" OF PORTO RICO

Charles W. Fowler, the official representative of the Irving National Bank in Porto Rico, arrived in New York a few days ago. His message radiated sheer optimism over the outlook on Uncle Sam's Insular Possession.

"Porto Rico has successfully withstood the ill effects of the universal business stagnation of the last year and is now ready to resume its record of progress and development" said Mr. Fowler, as he stepped off the boat.

"Liquidation in all lines of labor, business and industry is virtually complete," he resumed. "Profits this year will be negligible, but affairs have improved to such an extent that the merchants expect to keep things going without further losses.

"The sugar grinding season has just begun and that should put money into circulation. The fact that of the forty-five sugar mills on the island, only three are in receivers' hands, after such a period as that through which the industry has just passed, is indicative of the island's basic stability. There has been no bank failures as a result of the business depression anywhere in Porto Rico. Indeed, no bank has become defunct for thirty years on the isle.

"Tobacco growers also have had difficulties. The coffee raisers obtained better prices this year than last. Notwithstanding the unfavorable conditions, the island's commerce has greatly increased during the last few years. Exports jumped from $80,970,917 in 1917, to $112,278,575 in 1921, and imports from $53,545,224 to $105,479,703," concluded Mr. Fowler.

With the anticipated scarcity of the growing tobacco crop on the island, the final step of readjustment to make demand abreast of the supply will have been made in a few months, so far as the tobacco market is concerned.

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APRIL 1, 1922

VOLUME 42 NO. 7

THE TOBACCO WORLD

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The Tobacco World
Established 1881

VOLUME 42 APRIL 1, 1922 No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Volume 42

THE TOBACCO WORLD

Number 7

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 1, 1922 Foreign $3.50

EDITORIAL COMMENT

FOR fools rush in where angels fear to tread," runs the quotation, and we join the throng in the discussion of price-cutting with this thought in mind.

We contemplate a time when one of our local dailies had one of its periodic spasms of reform and decided that it rested upon their publication to purify the city. In this case they set out to obliterate the famous "red light" districts. They printed a sketch of the notorious sections with the addresses of the houses and the names of the proprietresses.

While the local government was making up its mind what to do, the "red light" district enjoyed a patronage such as it had never known before. That part of the population that had forgotten such a district existed, or were at least indifferent to it, found their interest awakened and promptly headed in that direction to see if the newspaper stories were true. Young lads in the country who had only a vague idea of the existence of such places flocked to town for a taste of "night life."

The pious element kissed the publisher of the daily on both cheeks and loudly demanded "Reform"! The "Dens of Vice Must Go," said the ministers. Well the "dens of vice" did go. They went right out into the residential sections of the city and created a very undesirable competition for the churches, in addition to spoiling the reputation of scores of previously respectable neighborhoods. And over a period of twenty years they haven't been able to either segregate them or obliterate them.

From the days of our newspaper career up to the present we are unable to recall a single reform that has been accomplished by such methods. Publicity of the above character has proven about the worst method of attack.

Price-cutting is after all a matter of business morals or a business disease, or some of both. Pounding the cymbals and beating the drum will not have the effect of decreasing their number. On the other hand, it creates the idea that "everybody's doing it," and the fellow who isn't, hustles up and gets in the game too.

If we had a sure cure for price-cutting we are fairly confident that we would not continue to eke out our existence in this editorial sanctum. But since we see no definite way of obstructing or obliterating this evil, we doubt very much if we serve any good interest of the industry by giving the price-cutters additional advertising.

The chief sufferer from the disease is the manufacturer. It is his brands, his goodwill and prestige, that is being scattered to the four winds. We have always held, and still maintain, that the manufacturer has taken out in profits or spent in some less worthwhile manner, money that should have been used to build up a bulwark against trade evils of this kind. Until the manufacturer pulls the blindfold from his eyes and sets out to educate and assist the retail dealer in an entirely different maner than in the past, he will continue to have his pains and aches.

When we speak of educating the dealer we admit we are suggesting what many will hold to be a hopeless task. But that depends on the viewpoint. We conceived the idea long ago that striving merely for the present accomplishment resulted in spending a lifetime in doing about the same thing over and over. We are much more concerned in creating assets to produce future dividends, even though we may never live to collect them all.

If the manufacturers will devote some time and money to real constructive work with the retailers of the country they cannot fail to gradually strengthen that branch of the industry and at the same time assure themselves of many benefits that will accrue in the future.

Periodically these price-cutting conflagrations break out, and periodically the trade publications lift their voices to the high heavens in protest. Eventually the flames subside and the trade goes on its way and nothing constructive is ever done about it. If anything constructive has been done about it we pause to inquire why each wave of price-cutting seems to be greater than the previous one.

The Federal Trade Commission, the Department of Justice and a flock of laws are about all that stand in the way of fixing prices, or of trade agreements to boycott offending jobbers and retailers.

(Continued on Page 8)

Editorial Comment

(*Continued from Page 7*)

Forbidding a man to sell goods at less than a specified price, about doubles his temptation to do so. We would like to see a price-maintenance law passed for the opportunity of observing its operation. It is our humble opinion, however, that legislation will not cure price-cutting.

To our mind price-cutting involves business morals, and any kind of morals involve the human equation.

When a man is sick with disease the cure is not effected by passing a law forbidding him to have the disease. Usually a physician is called in to clean up his system. The retail trade needs some business doctors who understand the value of winning the confidence of the patient as a preliminary to effecting the cure.

IT SEEMS to us that the gathering of the cigar and tobacco industry and its allied branches, scheduled for May 24th and 25th in Washington, D. C., comes at a most opportune moment. We are at a period when the industry as well as its suppliers are vexed by many problems. Seldom, if ever, do the solutions come from the mental processes of one individual. Rather they are the result of collective thought and conference.

While undoubtedly a most interesting program is in store for all who go to Washington, and no doubt the discussions in themselves will bring out points of sufficient advantage to make the trip a profitable one for all, it seems to us that a most important part of the convention is, that it affords to every one in attendance the opportunity to extend his acquaintanceship with other members of the trade.

During the past few years there has been a steady growth of the number of holiday entertainments and conventions given by various manufacturers to their executives and salesmen. Through these gatherings and the spirit of good fellowship that accompanies them, closer relations are established between the executives and the salesmen. With the closer acquaintanceship which results is also bred a feeling of confidence that could probably not be created in any other way. These gatherings cannot help but put the selling forces solidly behind the firm, and on the other hand they put the firm solidly behind the sales forces. They get to understand each other better and through the friendships thus created reduce to a minimum the friction that is bound to make its appearance at some time or other in every organization, either large or small.

We feel that if the gatherings of the Tobacco Merchants' Association could be held more frequently that the bonds of friendship would be more quickly strengthened and that complete co-operation of the entire industry in time of need would be more promptly secured.

Complete co-operation is a result of trust and confidence and the more quickly we can establish these factors, the more rapid our progress regardless of what our field of labor may be.

Too often we avoid this or that man because of some supposed injury he has done us, or because we have been prejudiced by an idle remark that should never have been spoken. Yet how many times when by some circumstance we come to know the man we have been avoiding, we discover that we have been mistaken and that he is just as upright and honest as we may believe ourselves to be.

The breadth of the Tobacco Merchants' Association membership, of necessity, includes many varied interests and as a result the fact is often lost sight of that what is not good for one branch of the industry is not for the good of any branch of the industry. What harms one branch harms the entire industry to a greater or lesser degree. From any act beneficial to the entire industry, each branch derives its benefit in proportion to its importance.

If each in attending the coming convention will endeavor to increase his acquaintanceship not only in his own branch of the industry but in others as well, and to give due consideration to the problems of the other branches, as well as those of his competitors, we believe it will go far toward solidifying the entire industry.

Every manufacturer who has gathered his executives and salesmen together in convention knows the benefits which have resulted to his own business. The T. M. A. convention is calling together the business heads and representatives of the cigar and tobacco industry and allied branches. It is applying the motives of the manufacturers' convention to a convention of the industry. It is to inspire confidence and trust in the cigar and tobacco industry and to solidify the members of the industry in successfully solving their problems.

The Tobacco Merchants' Association can accomplish for the industry by their conventions all that the manufacturer by his conventions obtains for his individual business. It is for the membership and others of the trade in attendance at Washington in May to apply the same method.

If we serve the best interests of the industry we serve our own interests, and unselfish co-operation is bound to bring success.

SYMONS-KRAUSSMAN COMPANY HAS NEW BRAND

The Symons-Kraussman Company, now located in Los Angeles, Calif., have introduced a new five-cent cigar to their trade, and according to reports the cigar has found high favor with the smoker. The brand is called "1871."

PARK & TILFORD ACQUIRE "EDWIN BOOTH"

The "Edwin Booth" brand, for many years produced by the General Cigar Co., Inc., has been acquired by purchase by Park & Tilford. This brand will be manufactured in the New York factory of Park & Tilford and will eventually be placed on sale throughout the country.

"TUVAL" DISTRIBUTOR FOR WISCONSIN

The Trans-Pacific Trading Company at 222 North State Street, Chicago, Ill., has recently acquired the distribution of the famous "Tuval" brand. "Tuval" is a clear Havana made-in-bond product of the factory of Marcelino Perez & Co., Tampa, Fla. The above firm will distribute the brand in Chicago and the State of Wisconsin.

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

FRIEND CLERK, listen.

Dorothy Dix is a voluminous writer in the newspapers. She writes for women. It is worth while for a man to read, 'cause it will help him understand that utterly un-understandable thing—woman's human nature.

Dorothy knows, a lot, believe me.

The other day she wrote for men, for men clerks. Told 'em how to succeed in business. Here's what she said:

"The young man who will succeed puts every ounce of energy and intelligence he possesses in his work. He strives continually to improve himself, and to master everything connected with his job. He makes his employer's interest his own. He is always willing to work overtime in any emergency. He saves his money."

Read her words again, slowly, and check up every factor she states the successful man will do. Then see if you are doing it. If not, right-about-face, precipitate yourself into the swirling vortex of these wondrous days and you will work up from slothful mediocrity to glittering triumph.

Did you ever try to analyze your business from the outside; from the standpoint of a customer? It is a hard thing to do unless a man has a super-vivid imagination, and few of us have that.

Let us try it, however, and see what we see.

"Hey, Clerk! I'm going out for a walk an hour or two. Please give first-class attention to the store while I am gone."

We stroll—going from cigar store to cigar store, with wide-open eyes and wide-awake brain. We notice everything in every store. Its location, the traffic, the kind of people who pass it, the show window, the arrangement, the placards, the arrangement of the front door, the amount of light inside, the furnishings, the counter, the showcase, the shelves, the display of goods, the kind of goods.

Particularly we study the proprietor or clerk—his bearing, his dress, the expression of his countenance, what he says, how he says it.

We note the goods he is pushing and compare them with the character of the people on the street. We buy something, seeming at a loss to decide upon the brand, and note how he influences us.

This we do at store after store.

Then we approach our own, looking upon everything with cold and critical eye. Comparing with others. Seeking for an idea of betterment. If we are keen observers and close students we will learn several things of business building value, rest assured.

I ran across him again the other day—the man who is too busy to read.

Said he was very much interested in his trade journals, but "he,—just,—really,—don't,—have,—the —time."

Suppose, said I, you were drifting on the ocean in a boat, no compass, no chart. Suppose some one threw you printed directions to steer to safety, you would, I know, take time to read them, and be guided by them.

Today every business is drifting on the ocean of uncertainty. The channels have changed, old landmarks are gone, new ones are in use, unknown flats and rocks abound. Old customers are going out, and new ones coming in.

Knowledge is needed—knowledge of the new things and new customs. Without this knowledge many a business house will drift on the shoals. Your trade journals give this knowledge, and an occasional half hour will keep you posted on things that are really vital to you.

Reading trade papers should be a religious duty; and should be as sacredly observed as the locking of your store at night.

It is the ideas that are valuable. A thought here, a hint there, a little piece of information yonder. They will keep you up to the times, and by keeping up to the times you escape the dangers and ride the waves to success.

What is the biggest leak in your store?

I don't know. But if you should ask Paul W. Ivey, professor of marketing at the University of Nebraska, he would look you straight in the eye and say that your biggest leak is "dissatisfied customers, due to inefficient salesmanship."

He says you must not only sell a man your goods, but you must also convince him that your goods are the kind of goods he wants, and your store is the place for him to buy.

If you don't do this, he says, some other dealer will get these beliefs in his mind, and then he will just naturally buy of the other fellow and give you the absent treatment.

I recognize the truth of the professor's reasoning, but to give you explicit directions how to accomplish

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DETROIT

Webster Factory Addition Nearing Completion — Harry Stamm to Join Worth Cigar Co. on April 10th— Spietz Cigar Co. Introducing "Della Rocca," 2 for 15 Cents—"Mannie" Boutette Buys Cigar Stand in Hammond Building

Detroit, Mich., March 29th, 1922.

REPORTS from many retailers in the downtown district, indicate that business is on the mend, and a return to normal conditions may be expected, if there could be some solution to eradicate the evil price cutting. Our good city of Detroit is in the grip of the most demoralizing cut-price war it has ever known, especially so on the popular brands of blended cigarettes, and many well known brands of cigars have felt the axe of the "mad men" cut-raters. Who is to blame for the evil? How did it all come about, and why isn't there any redress for the retailer who tries to make a legitimate profit on his merchandise? The jobbers have various and sundry discounts, ranging in prices from 2 per cent. to 10 per cent. off for cash. The retailers slashing prices in accordance with jobbers' discounts and none of them making a profit, just "swapping dollars," that's all. The legitimate retailer cannot meet the cut-rater prices and stay in business. It is now time to be up and doing, to better conditions, so why not all together, put your shoulder to the wheel and help to put down this evil.

At a recent directors meeting of the Detroit Independent Cigar Dealers' Association, held in the Chamber of Commerce, four new directors were elected, viz: J. H. Webster, J. S. Capen, A. H. Maneim and John Decker; the other directors are: R. E. Watkins, Herman Lieberman, G. C. Damon, Charles Coombs, Bert Johnson, Charles Bird and Mose Collins. At their next meeting delegates will be appointed to attend the Third Annual Convention of Tobacco Men to be held on May 24th and 25th next at the New Willard Hotel, Washington, D. C.

Harry T. Bump is a cigar man of many years' experience, well known to the trade throughout the United States and one who possesses a thousand friends. Harry was born at Adrian, Mich., some forty years ago, where he spent his boyhood days. In 1896 the fascination of being a traveling salesman caused him to wander away from the home fireside and seek a position as a Knight of the Grip; hence, as the west was the center of gravity for young men seeking their fortune, the slogan of "young man go west" was well instilled in his mind. So Harry picked Denver, Colo., as his adopted home, which he made his headquarters and travelled the western country. In those days the "old pack mule and horse-drawn vehicles" were the mode of travel for the Knights of Griphood, before the influx of the automobile of today. After many years spent in the west, Harry returned to his native state and engaged in the cigar jobbing business with J. L. Marcero, which was thirteen years ago. This year of 1922 finds Harry T. Bump occupying the position of general manager, secretary and treasurer of one of Michigan's largest and one of the most up to date cigar jobbing houses, J. L. Marcero & Co., distributors of "Admiration," "El Producto," "Dutch Masters," "Bankable," "Cuesta Rey," and many other popular brands.

The addition to the Webster Cigar factory is moving along at a rapid pace and is nearing completion, the extra space when completed will be ample room to help speed up production to 150,000 cigars per day. Mr. Gilbert, president, says "we are swamped with orders and our distributors are wiring and crying for more 'Webster' cigars."

C. C. McDonnell, forermly with Hilson-Reis Cigar Company, New York City, has accepted a position with F. Vega & Co., manufacturers of "Las Vegas" cigars, and will leave within a few days for Wisconsin, where he will work with Buxbaum & Co., the state distributor of "Las Vegas" cigars.

Harry Stamm has resigned from the sales staff of the Harry W. Watson Company, and will become associated with the Worth Cigar Company on April 10th. The Worth Cigar Company are distributors of the "Las Vegas" and "John Hull" cigars for the State of Michigan, and according to President H. L. Wadsworth, these brands have been accorded a very satisfactory reception by the local retail trade.

Val G. Keogh (Preferred Havana Tobacco Co.), "Henry The Fourth" cigars, called on the Detroit jobbers and retailers this week, showing his big line of cigars of which he has a score of the finest, of Tampa and clear Havana makes.

J. M. Langfield (S. Monday & Co.), "Royal Poet" and "Juan De Silva" cigars, has been lingering here for a few days and doing some fine work on his brands for the Howes-Shoemaker Company, who are the local distributors on "Royal Poet" cigars.

"Dutch Master" cigars are being prominently advertised by the Central Cigar Company, with illuminated signs six by ten feet which overhang the sidewalk on some of the principal downtown corners occupied by their stores. These signs are very attractive in design and can be seen for several blocks.

Men used to become intoxicated on the old rectified stuff and then argue that they were not drunk. It's different with the moonshine consumers—they don't get a chance to deny they are dead.

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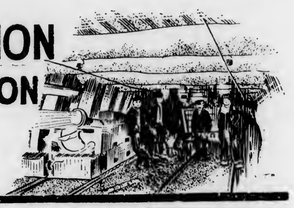
THE ANTHRACITE REGION
WILKES-BARRE SCRANTON
HAZELTON



Wilkes-Barre, Pa., March 26, 1922.

HARRY SPERLING, of the Sperling Tobacco Company, Wilkes-Barre, is sojourning in California for the past several weeks.

Abe Myers, who now conducts the cigar stand in the Hotel Sterling, Wilkes-Barre, is to be complimented on the up-to-date stand that he has developed. It is one of the stands in Wilkes-Barre where the most discriminating cigar smoker can have his smoke hunger satisfied from a case of the choicest cigars. Mr. Myers has had many years of experience conducting hotel cigar stands, as he was for a number of years connected with the Snyder stands that are conducted in many of the great New York City and Florida resort hotels, and catering to a high class trade, and he is to be congratulated.

The Hotel Fort Durkee, whose slogan is that they serve "the finest $1.00 dinner in Northeastern Pennsylvania for the money," also has one of the most complete cigar lines in their two stands, one being in the cafeteria and the other in the hotel lobby. These stands are in charge of Earl Stevens, who is one of the most popular young men in the hotel business in Wilkes-Barre, and knows his job and is on it at all times. You knights of the road, look this little homey hotel over some time.

The Star Tobacco Company, Wilkes-Barre, is busy placing the small sizes of "Muriel" (L. P. Lorillard) in their territory. This big Corona shape looks very fine and the trade like it very much, so the retailer says. This brand is an old favorite in the upper coal fields.

"Topic" cigars (Bobrow Bros.) continues to be the volume seller at 10 cents in the Luzerne County territory.

The Orpheum Smoke Shop of (Billy) William Zugler is one of the bright spots in Wilkes-Barre, where every customer that comes in is made to feel at home, and smiling Bill always sends the customer out with the feeling that the world is not so hard after all, and life is much worth while. Billy is a generous dispenser of smiles, good cheer, and good cigars. Boys, when it's pipes you have on your mind, see Bill; he knows that pipe business from A to Z.

The Scranton Tobacco Company, Scranton, Pa., distributer of "Havana Ribbon" (Bayuk Bros.) has in this brand the largest selling and most popular 8-cent cigar in northeastern Pennsylvania. This brand has been a favorite in the coal fields for a number of years.

The Sperling Tobacco Company, distributers of the "Mozart" and "Adlon" (Consolidated Cigar Corporation) brands, has recently placed on the market the "Little Mozart" packed in tins of 50 and retailing at 5 cents each.

A crew of Tobacco Products salesmen were in town last week on a campaign on "Natural" cigarettes, and they have many pretty window displays about the city, on which they should be complimented.

P. M. Fornistall, sales manager of Waitt and Bond, Newark, N. J., was a visitor to the coal regions last week in the interest of his very wonderful and popular cigar, "Blackstone," which is distributed in eastern Pennsylvania by the Dusel, Goodloe Company, of Philadelphia. This brand recently acquired by the above-mentioned distributer taking same over from Reeves, Parvin Company, Philadelphia, who recently went out of business.

The Imperial Cigar Company, Scranton, Pa., are now distributers of "Peter Schuyler" cigar in the Scranton—Wilkes-Barre section, and also am informed this firm have acquired "La Palina" (Congress Cigar Company's) brand for this market, but as yet the cigar has not been placed with the trade.

"Robert Emmett" cigar (Spietz Cigar Company's) brand, recently placed in the upper coal fields by the Dusel Goodloe Company, is finding many friends. W. T. Marshall, the factory representative, who assisted the distributor in placing this cigar, made many friends while in northeastern Pennsylvania, who ask after his good health quite frequently since he has left.

The cigar and tobacco merchant throughout northeast Pennsylvania has been on the fence for some time as regards buying. The pending strike in the coal mining industry has had him as well as merchants of all lines, worried for some time and they have tightened up a bit. However, ere this goes to press the nation will know how it stands as far as the coal mining industry is concerned, and many view it now as only a suspension for from four to six weeks, which is not so bad, as if it came to walkout for an indefinite period. Many business people, however, still feel that the strike is what will ultimately happen. But everybody hopes something definitely will be accomplished by the conference at Washington this week.

BLACK DIAMOND.

CIGAR MANUFACTURER LEFT $2,000,000

An inventory of the estate of the late Charles Soby, well known Connecticut cigar manufacturer, was filed in the probate court in Hartford, Conn., recently and totalled more than $2,000,000. That Mr. Soby had confidence in the cigar and tobacco industry is evinced by the fact that among his holdings were 1334 shares of American Tobacco Company stock, 349 shares of Liggett & Myers Tobacco Company, and 275 shares of P. Lorillard Company. The total valuation of these holdings was nearly $200,000.

ISAAC RADIN DEAD

Isaac Radin, well known in New York trade circles and one time a district superintendent of the United Cigar Stores, died recently at his home in Brooklyn, N. Y.

TAMPA

A Bit of the Identification Stamp History — Trade is Clamoring for "Little C. H. S."—Joe Perez Returns Handsomer Than Ever—J. H. Swisher in Town.

Tampa, Fla., March 28th 1922.

AS in another page of the TOBACCO WORLD will appear a reproduction of the identification stamp of the Cigar Manufacturers Association, with explanations of its purposes, and motives of its adoption for the protection of the trade, it will be interesting to know that the use of this stamp is the climax of persistent effort of the cigar manufacturers of Tampa for many years to protect the good name and reputation of Tampa made cigars, against the misuse of the word Tampa on inferior goods manufactured elsewhere, to deceive the public. And to give a complete idea of the persistence of purpose of this, Tampa manufacturers in guarding their city's reputation as the leader in producing high class cigars, and thus protect the public against imposition, your correspondent will give here a bit of history on that subject, that only the TOBACCO WORLD and its readers will possess.

As far back as the beginning of 1910, that idea was born, and the Clear Havana Cigar Manufacturers Association of Tampa, addressed to the Tampa Board of Trade, the following communication:

Tampa, Fla., January 29th, 1910.

To the President and Board of Directors
of the Tampa Board of Trade,
Tampa, Fla.

Gentlemen:

At a General Meeting of this Association held on the 25th instant, a resolution was unanimously adopted to request your honorable body, to devise and register in the Federal Office of Patents and Trade-Marks, at Washington, D. C., of a seal similar to the one the City Council of Tampa has provided for the identification of the Tampa made cigars, by printing same on the bottom of the boxes.

As said seal never has been properly registered, and its use not regulated in due form, it has become useless to accomplish the intended purpose of identifying the product of Tampa's greatest industry, inasmuch as a great number of unscrupulous manufacturing concerns in other parts of the country are using that seal, and the name of Tampa, to enchance the value of spurious cigars, at the expense of the good name and reputation of our beloved city. Our Association thinks that it is time to stop such illegal practices, and protect the well-earned reputation of Tampa, as the world's greater Clear Havana Cigar Manufacturing center, and that the Tampa Board of Trade is the rightful guardian of Tampa's dear interests; and for these reasons, and in compliance with the wishes, resolution and instructions of our Association, we beg your honorable body to take immediate steps toward the desired end of protecting the good name of Tampa and the welfare of its cigar industry, by the adoption of such seal, and the prosecution of any infringement in its use by unauthorized concerns, or in the use of the name of Tampa in any way, shape or form, on any box or package containing cigars not manufactured within the limits of what is known as Greater Tampa.

In the accomplishment of the aforesaid purposes, you will render an inestimable service to the cigar industry of Tampa, for whose welfare and prosperity, you might always count on our earnest co-operation.

With expressions of the utmost cordiality from our Association, we are,

Respectfully yours,
ENRIQUE PENDAS,
President.
A. RAMIREZ,
Secretary.

The above communication was favorably received by the Board of Trade, and a committee appointed to attend to it in conjunction with the Association of Manufacturers. The next communication from the Asociation read as follows:

Tampa, Fla., March 25th, 1910.

Mr. W. B. Powell,
Secretary Board of Trade,
Tampa, Fla.

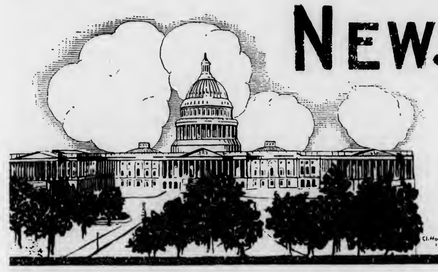
Dear Sir:

I beg to hand you herein enclosed, as requested by the proper committee of your honorable body, a rough sketch approved by our Board of Directors, of the seal we suggest to be adopted and registered by the Tampa Board of Trade, to identify the product of the Tampa cigar industry, in place of the old seal of the City Council, which everybody uses, and has become a detriment instead of a help to us, for the lack of protection on the part of the City Council of Tampa, in regard to the legitimate use of the said seal.

The sketch, in our opinion, is the simplest in design, answers the purpose of identifying the product of the Tampa cigar industry, and may be used to identify the product of any other industry that is, or might be created in Tampa in the future.

The Maltese Cross of the sketch, besides its beauty and simplicity, has been decided upon by our committee, as a tribute to the memory of the late Henry B.

(*Continued on Page 18*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

SLIGHT increases in the duties on imported wrapper tobacco have been agreed upon by the Senate Finance Committee; it is understood and that section of the Fordney tariff bill has been completed.

The Senate draft bill, it is stated will increase the rates on unstemmed tobacco to $2.35 per pound and stemmed tobacco to $2.85 per pound.

The House bill provides rates of $2.10 and $2.75, respectively, for wrapper tobacco, and filler tobacco when mixed or packed with more than 50 per cent. of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together.

The present rates of duty, under the provisions of the emergency tariff act, apply on wrapper tobacco and filler tobacco when mixed or packed with more than 15 per cent. of wrapper tobacco and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed $2.35 per pound and if stemmed, $3 per pound. The Underwood and Payne-Aldrich laws provided rates of $1.85 and $2.50, respectively for these items.

As the bill passed the House there was a provision covering so-called Turkish filler tobacco at $1 per pound. This was put into the bill at the request of the California delegation in Congress growing out of a desire to further this industry in that State. The Senate Committee, it is stated, has declined to acquiesce in this rate and has made a material reduction. In all previous laws this so-called Turkish tobacco has been dutiable at the rate of 35 cents per pound unstemmed and 50 cents per pound when stemmed, as filler tobacco.

The Finance Committee has materially advanced the rate on matches. It has provided that on friction or lucifer matches of all descriptions in boxes containing not more than one hundred matches the rate shall be 12 cents per gross of 144 boxes. This is double the rate provided in the House bill and which had previously been carried in the Payne-Aldrich law, and four times the rate contained in the present Underwood tariff act. When imported otherwise than in boxes containing not more than one hundred matches each the rate is to be one cent per 1000 matches. The House bill continued the rate previously carried in the Payne law of ¾ cent per thousand matches. The rate that is carried in existing law is ⅜ of one per cent. per thousand.

The House provided a rate of 30 per cent. ad valorem, American valuation, on wax matches, wind matches, and all matches in books or folders or having a stained, dyed, or colored stick or stem, tapers consisting of a wick coated with an inflammable substance, night lights, fuses and time-burning chemical signals, by whatever name known. This rate was made 45 per cent. by the Finance Committee to be computed on the foreign valuation plan now in existence. This rate is 10 per cent. higher than that provided in the Payne law, which covered wax and fancy matches and tapers. The rate in the Underwood law as at present operating is 25 per cent. on the foreign valuation of the matches.

Increased employment in the cigar manufacturing industry is shown by figures just made public by the Bureau of Labor Statistics covering the months of January and February. Fifty-four establishments reporting for both months show 15,196 employes in February as compared with 14,522 in January, an increase of 4.6 per cent. Wages, however, have been reduced generally, the weekly payroll for these establishments being $256,512 in February, a decline of one-tenth of one per cent. from the $256,861 reported for a similar period in January.

The bureau's figures show that one-half of the force in one concern was granted an increase in wages of seven per cent., while the wages of 75 per cent. of the men in another plant were reduced 10 per cent. As compared with the per capita earnings of January, those for February showed a decrease of 4.6 per cent.

As compared with February, 1921, both employment and wages in February of this year were considerably lower, a decrease of 4.1 per cent. being shown for employment and 13.3 in pay roll.

Failure correctly to estimate the extent of the business depression which existed during 1921 will result in the Treasury Department having to borrow approximately $250,000,000 during the current year to make up the big drop in tax receipts which was not anticipated. Reports to Washington from the various collectors of internal revenue indicate that taxes paid during the quarter ended March 15, on 1921 income and profits, will be at least $60,000,000 below the $460,000,000 which it was estimated would be collected.

While the department allowed for a shrinkage of nearly $300,000,000 in the March collections as compared with those of last year, the business depression was greater than had been anticipated and it is believed that the total collections during the current

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calendar year will be more than $200,000,000 lower than the $1,740,000,000 which it was estimated would be collected. As the annual appropriations for the various departments were based upon these estimated receipts, it will be necessary for the Government to go into the market and borrow money. It is presumed that this deficit, which was totally unexpected, will have a considerable influence on the soldiers' bonus bill.

Increased activity in the licensing of tobacco warehouses is reported by the Department of Agriculture. The tobacco warehouse at Lexington, Ky., belonging to the Central District Warehousing Corporation, a subsidiary of tht Burley Tobacco Growers Cooperative Association, has recently been licensed. The warehouse has a capacity of more than 44,800,000 pounds.

Applications for licenses for three other warehouses of this corporation, located at Paris, Cynthiana, and Winchester, Ky., respectively, have also been received. These warehouses have about 8,000,000 pounds combined capacity. In addition to these, applications are pending from three tobacco warehousemen in Pennsylvania.

A bill to limit the life of patents to five years where the patentee fails to make use of his invention, has been introduced in the Senate by Senator Ladd, of North Dakota. The bill further provides that the life of a patent when sold by the patentee and not utilized by the purchaser, shall be two years. The measure aims at the practice of corporations buying up patents affecting products which they may manufacture in an attempt to stifle competition and to prevent the development of improvements. The bill has been referred to the Senate committee on patents and will be made the subject of public hearings before any action is taken to bring the bill before the Senate for adoption. Under the law as at present written the life of a patent is 17 years.

The early reduction of freight rates as an aid to the business of the country is urged by Representative Mott, of New York, in a letter to the Interstate Commerce Commission. A reduction of rates and the passage of the tariff bill, he declares, will open up many factories that are now closed because of lack of trade.

"I hope and trust the Interstate Commerce Commission at an early date may deem it wise and proper to reduce freight rates on the railroads," said Mr. Mott. "I understand that the Commission has been holding hearings for some time. I do not speak for any particular class of freight, but urge that a reduction be made in all rates. The interests of the manufacturer and the laboring man are closely linked together, and the prosperity of the farmer is a matter of moment to all. Reduction of railroad rates would help all lines, I believe, and through them help every man, woman and child in the United States.

"Present rates are almost prohibitive, I am told, in some cases, and seem excessive in almost all. Reduction would, I am satisfied, bring in such an increased revenue to the roads as to help materially in bringing them back to the prosperous conditions of former years before the war, and good conditions on the railroads would largely help in bringing back the country to normal. In other branches of industry reductions have taken place to a greater or less extent, and it is not fair that freight rates should be the only necessary charge on the people which does not go down.

"Passage of the tariff bill and reduction of freight rates will open up many a closed factory and bring bread and butter to many a man and woman now out of employment. I am assured that the Senate is speeding up its work on the tariff, and I trust that your commission will do everything in its power to give the people lower freight rates so that the normal movement of farm and factory to the consumer may be resumed. I have every confidence that the Commission will render a just decision, but I feel I must write you of the great desire of the country as I find it for lower rates. Let's get back to normalcy. Congress is trying to do its share."

YORK COUNTY CIGAR MANUFACTURERS MEET

The regular monthly meeting of the York County Cigar Manufacturers' Association was held recently in Red Lion, Pa., where it was largely attended. President B. M. Hannigan occupied the chair and many topics of interest to the industry were discussed.

The invitation of the Tobacco Merchants' Association to send two delgates to their convention to be held in Washington on May 24th and 25th, was accepted and the Hon. T. E. Brooks and I. H. Rojahn were elected as delegates, it being understood that President B. M. Hannigan would accompany them.

Views of the different members who have been calling on the trade in different sections of the country, all pointed to a brightening of the business horizon emphasized by the fact that a number of nice orders were gathered in by the various members.

W. C. Frutiger, recently returned from the New England States and reported a very favorable condition on his "Bank Note" cigar in that territory, and he has a large force now operating at his factory.

T. E. Brooks stated that his "Old Abe" brand was being accorded a satisfactory reception in the Central States, while the East Prospect Cigar Company noted that their "Airdale" brand is duplicating in most territories.

Stuart Shindler, of C. N. Foreman & Company, announced that their several factories are working to capacity producing "Portage" and "Villa Vista" cigars.

W. H. Snyder & Sons reported that business on their "Pollyanna" and "Country Club" cigars is beyond their expectations.

The only unfavorable note was the general condition of credits and collections which were reported poor. It is believed, however, that with the improvement in business this situation will rapidly clear up.

★111 one-eleven cigarettes

In a new package that fits the pocket—
At a price that fits the pocket-book—
The same unmatched blend of
Turkish, Virginia and Burley Tobaccos

Three Friendly Gentlemen

10¢ for FIFTEEN

Guaranteed by The American Tobacco Co. Incorporated
—Which means that if you don't like "111" Cigarettes, you can get your money back from the dealer.

★111 FIFTH AVE. NEW YORK CITY

Detroit Letter

(Continued from Page 10)

Edward Steif (Julius Fernbach & Co.), "Cyrilla" cigars, was a recent caller to the City of Detroit.

Hanford MacNider, legion chief, will spend four days in Michigan: Detroit, April 17; Alpena, April 17; Bay City and Saginaw, April 18; and Battle Creek, April 19th.

E. N. Rockwell, manager of the cigar department of the Kinsel Drug Company, is confined to his home with a slight attack of the "flu."

L. M. Crump (W. K. Gresh & Sons), "Meditation" cigars, has been in our midst for a few days looking over conditions on his brand, which he reports as showing a nice increase.

J. C. Howard, of G. W. Faber, Inc., New York City, was a caller in the City of Detroit during the past week. J. C. looked as well and as happy as ever, so no doubt business is good with him.

R. R. "Dick" Tobin, of "Herbert Tareyton" fame, is on an extended trip to the New York office of the Falk Tobacco Company for a conference with the powers that be. It's reported that friend "Dick" is slated for one of the swivel chair jobs. This goes to show that hard work will do the trick.

Jack Frechie (Louis Ash & Co.), "Gretchen" cigars, was a recent visitor to the city. Jack says, "no complaint to make regarding business on our brands."

Tom Dean (G. H. P. Cigar Co.), "El Producto" cigars, accompanied by Dave Jenks, Michigan representative, called on the J. L. Marcero & Co., and the local trade in the interest of "El Producto" cigars. Tom tells me that "El Producto" cigars are growing in popular demand throughout the United States and that all of their factories (seventeen in number) are working to full capacity, to keep their distributors supplied.

Harry McCrumy (San Martin & Leon), Tampa, is a visitor to the city this week, showing his fine line of "Hoyo De Cuba" and "El Briche" cigars. Both of these brands enjoy a good distribution and sale here.

Samuel G. Brown (Brown, Inc.), New York, called on the retail trade this week with his line of "Havana Stogies."

The Harry W. Watson Company has discontinued its branch store at Woodward and Sproat Street.

E. J. "Mannie" Boutette, who for the past seventeen years has been associated with M. A. LaFond & Co., has purchased the cigar stand in the Hammond Building of which he has been the manager for the past eight years, from Mr. LaFond. "Mannie" is known as the "straw hat kid," the old straw lid, being much in prominence both winter and summer, as he serves you your favorite brand over the high polished case. We, one and all, extend our best wishes to "Mannie," for good luck and prosperity in his newly acquired business.

The General Cigar Co.'s stores are showing very attractive window displays on "Robt. Burns," "Van Dyck" and "White Owl" cigars. The new store located in the First National Bank Building has had a big increase in business, since the bank offices have moved in. This being the only cigar store in the building, the company looks for record breaking sales.

Frank J. Horning (Arnold Tietig & Son) "El Cruzador" cigars, who has been in our city for several weeks making the rounds with Bill Thornton, has departed for other fields of action. While here Frank and Bill did some wonderful team work on "El Cruzador."

O. F. Uridge, formerly with M. Melachrino & Co., in Toledo, has resigned his position to take charge of the cigar stand at the Addison Hotel in this city.

Harry "Stogie" Downey (John H. Swisher & Son) of Newark, Ohio, is on deck in Detroit with his line of famous brands. "Stogie" says "business is fine with him and that dame fortune smiled kindly on him while in Detroit."

H. D. Rider, former representative for Schinasi Bros., in the State of Michigan, has joined the Detroit sales staff of Bayuk Bros. Inc., and will do speciality work on "Mapacuba" cigars.

Matt Behrman (San Telmo Cigar Co.) has returned from Boston, where he has spent the four past weeks with the J. P. Manning Co., doing speciality work on the San Telmo brands.

Her Salary: "I hope you are not afraid of microbes," apologized the paying-teller as he cashed the school teacher's check with soiled currency. "Don't worry," said the young lady. "A microbe couldn't live on my salary."

J. H. Weller, "Pancho Arango" cigars, called on the Detroit retail cigar dealers this week.

F. W. Feilbach, of the Feilbach Co., Teledo, O., was a recent visitor to the factory of F. Vega & Co., makers of "Las Vegas" cigars and before departing for the "Buck-Eye" state, Mr. Feilbach placed a big standing order for weekly shipments of "Las Vegas," which brand he says is meeting with big success in his territory.

Chas. "Willing Hustler" Robinson, is the man at the helm of the Bayuk Bros., Inc., Detroit branch. He is a "Prince Hamlet" salesman with the "Havana Ribbon" on the "Mapacuba" with "Philadelphia Hand Made." These brands guide him over the tempestuous ways of our big city. To say his brands are sellers is expressing it mildly, for under his directorship all of his company's brands have shown a handsome increase during the past few months.

Tom Monroe (Speitz Cigar Co.) and "Al" Webb of Chas. F. Becker Co., are working the city trade together this week placing a new one on the market, "Della Rocca" two for fifteen cents, which is also of the Ford variety, "one model in tin only."

The United Cigar Store Co.'s new location in the Majestic Building will be ready for occupancy within a few days, remodeling is going on at a rapid pace. This location is one of the busiest corners in the City of Detroit, located at the junction of Woodward and Michigan Avenues, and no doubt this store will prove to be their banner location.

Why Not Today? Subscribe to and read the TOBACCO WORLD; have the copies mailed to your clerks at home, to read after business hours. It will do them good. News regarding the industry will help them to keep posted and the TOBACCO WORLD has the news.

Yours,

Mike of Detroit

THE CIGAR MANUFACTURERS ASSOCIATION OF TAMPA

ANNOUNCE THEIR IDENTIFICATION STAMP

THIS STAMP ON EACH BOX

PROTECTS THE TRADE

YOUR Guarantee that the Cigars Contained Therein are Tampa Made—by the Most Expert Workmen in the World

THE MEMBERSHIP.

All "Representative" factories of Tampa are members of the Cigar Manufacturers Association and this fact alone is an assurance to the trade.

Tampa produces distinct types of cigars, ranging from clear Havanas to shade-wrapped and including short-filler cigars. Each type is the finest of its kind possible to produce and the manufacturer's individual reputation is a guarantee of highest quality.

Working conditions in Tampa are ideal for the production of the very finest grade cigars and it is a notable fact that Tampa manufacturers jealously guard their hard earned reputation.

The Association's "Identification" stamp must have the hearty support of the entire trade.

THE ASSOCIATION.

The Cigar Manufacturers Association of Tampa is an organization for the upbuilding of the cigar industry of this city and the stamp above symbolized is for the mutual protection of our members and the trade against the fraudulent use of the word "Tampa."

It is the purpose of the Association to thoroughly acquaint consumers with the fact that "Tampa" merchandise can be depended upon for full value.

The trade in general—both distributors and dealers—should recognize the value of our work in furthering the interests of an industry which is so vital to their success.

Our Association and our stamp work in your interest. We deserve your full support. May we have it?

THE CIGAR MANUFACTURERS ASSOCIATION OF TAMPA.

Tampa Letter

(Continued from Page 12)

Plant, who adopted the same in the past, as the distinctive insignia for the old Plant System of Railroads and Steamboats.

The drawing of the sketch can, of course, be improved when finished by the hand of an artist, and we trust it will meet with the approval of your committee, for the purpose it is intended.

Respectfully submitted,
By order of
E. PENDAS,
President.
A. RAMIREZ,
Secretary.

This communication was answered as follows:

Mr. A. Ramirez,
Secty. Havana Cigar Mfgs. Assn.
Dear Sir:

I have your favor of the 25th, enclosing design for seal of the Board of Trade to be put on cigar boxes of cigars shipped by members of your Association, and the same will be brought to the attention of the Board of Governors at their meeting tomorrow.

I thank you for your interest in this matter. The design appeals to me forcibly.

Respectfully,
W. B. POWELL,
Secty.

Later on a set of rules were submitted to the Board of Trade regulating the use of the seal; among them excluding machine made cigars from the use of the seal; disfranchising from the use of the seal any manufacturer whose premises or manufacturing process would not conform to the rules established by the State Board of Health, and others equally appropriated to the end of making the identification seal an emblem of purity and honest value. Unfortunately by this time, the seven months strike for the supremacy of the International Union broke out, and the noble purposes that fathered the creation of the identification stamp were buried under the dust of the battle. But as noble ideals are imperishable, the identification stamp, with its Maltese Cross and its emblematic design, will shine in the show cases of the best cigar stores of the country, proclaiming the superiority and legitimacy of the best cigars manufactured in God's country.

The uncertainty of the fate of the Fordney Tariff Bill in that part affecting the importation of tobacco from Cuba, has aroused the anxiety of our manufacturers, who have made tremendous efforts to illustrate to the finance committee of the Senate the inconvenience and injustice of such a measure, which no doubt would curtail consumption and reduce revenue, as the natural consequence of raising the cost of production. Let us pray that our Washington legislators will not attempt to kill the goose that lay the golden eggs.

Jose Perez, of Marcelina Perez & Company has returned to grace the office of his factory, much to the pleasure of his many friends. Joe has been always a handsome boy, but his vacation had added roundness to his form and color to his complexion, that is becoming to a young chap; these are signs of the good health and spirit that he brought home, and that, no doubt, will be reflected in the activities of the house of which he is a very important column.

Among the distinguished visitors of the city has been Mr. Keene, vice-president of the American Tobacco Company, who was sojourning at the Tampa Bay Hotel.

Another conspicuous figure that has visited the factories on his way to Havana, was John H. Swisher, of Newark, Ohio. It is rumored that the visit of Mr. Swisher was prompted by something more substantial than mere curiosity; and as he is a large cigar manufacturer, some one has advanced the idea that he may become charmed with the Tampa climate and surroundings, and repeat his visit in the near future with more permanent intentions.

In this time of discontent and depression, it is refreshing to visit a center of activity such as the Val M. Antuono factory is. Your correspondent has been so fortunate this week, and cannot refrain from mentioning it. Mr. Antuono, with his characteristic hospitality, has shown me the different departments of his big building, where the famous "C. H. S." cigars are manufactured under his personal and direct supervision. A human beehive appropriately describes the spectacle of the several departments where hundreds of busy workers hum and hustle in preparing materials and rolling the aromatic cylinders, of which they cannot produce enough to fill but a small part of the demand. My impression is that even such large building, will soon be too small for the clamoring demand for the "Little C. H. S." five-cent cigars alone; and the main reason is that Mr. Antuono has hinted to me that he has up to his sleeve an advertising campaign a la Henry Ford; if he does it, he will have to extend his factory clear back to the Hillsborough River, believe me.

The New York-Tampa Cigar Company is already installed in the mammoth building formerly occupied by the Francisco Arango Company, in Ybor City. That factory is equipped to work with a force of 1000, which is not too large a capacity, for one-half of the factory will be used in-Bond to manufacture the "Pancho Arango" brand of clear Havanas, while the other half will have to accomodate the large business on shade-grown brands which this concern has established. Fred Davis will personally manage the manufacturing end in all its details, and William J. Seidenberg will take care of the New York territory and the sales force.

Hoping the trade will appreciate the importance of the TOBACCO WORLD, not only for the news from Tampa, but as an excellent medium for advertising to the highest class of trade, I bow and retire until the next epistle.

VERITAS.

HERNSHEIM COMPANY GRANTED EXTENSION

The Hernsheim Co., Ltd., of New Orleans, La., has been granted an extension of credit covering a period of four years. Notes payable for twenty-five per cent. of their face value annually until maturity, were given. The notes do not bear interest. The agreement to this extension was unanimous on the part of the creditors present at the meeting held on March 15th.

PROSPERITY

In the Cigar Trade is associated with

Stabilized Brands

Wherever the Manila Cigar has been given a chance to go constantly to the consumer at a fair price. Wherever the market for a brand has been kept clean THE MANILA CIGAR has won the good opinion of smokers and has returned MORE PROFIT to its distributors than any other cigar equal in price in the United States.

A STABILIZED MANILA BRAND has paid, is paying, and will pay good dividends.

Conditions today make the opportunity for stabilizing Manila Cigars far more favorable than ever before.

Manila Cigar Factories and their Agents in the United States have come to appreciate fully the advantages of promoting trade on the basis of standard merchandise and staple brand.

Prices have receded to the point where splendid values open wide the door to profitable Manila Business

Greater care in packing and in transporting insures the arrival of fresh shipments in excellent condition.

Factory guarantees to keep the market clean and to protect the BRAND BUILDERS against any possible loss because of damage and deterioration means full co-operation with American jobbers.

Be a Manila Brand Builder!

There's Money In It

LIST OF MANILA BRAND BUILDERS ON REQUEST

MANILA AD. AGENCY, (C. A. Bond, Mgr.)
15 WILLIAM STREET - - NEW YORK, N. Y.

News from York

York, Pa., March 29th.

A NUMBER of the leaf tobacco houses and cigar factories are moving into larger quarters this week.

The Pennsylvania Tobacco Company (H. & S. Katz) recently purchased the building No. 242 N. George Street, which was formerly occupied by the Pullman Automobile Company. Sam said that for a number of years his firm has been cramped for space and that now, with their commodious building, fronting fifty feet on George Street, running back two hundred feet, four floors and basement, they will be able to better handle their increasing business. They expect to move into the new place this week.

Celestino-Costello Company, makers of the "Barrister" and "Roundup" cigars, are moving into the factory just vacated by Kraus & Company, Gay Avenue, rear of North George Street. Ellis I. Myers, of this firm, is pleased with the volume of orders coming in for their product.

Charles E. Bowers, packer leaf tobacco, is moving into the factory building which was vacated by The Walton Cigar Company, corner Clark and Home Avenues, where he will have considerably more room to take care of his growing trade.

Nothing much the matter with trade, when so many are seeking larger places to do business.

C. S. Gable, Queen and York Streets, is advertising for more cigarmakers. —C. S. said that his "Douglas Fairbanks" cigar is gaining new friends right along. This firm will shortly market a quality ten-cent cigar, under their private brand "Forum," a very handsome package and a real smoke. We predict that this cigar will make a big hit from the start.

Our friend John, of J. G. Bergdoll Cigar Company, is wearing a broad smile these days, and why not? His new brand, "York Imperial," just recently placed on the local market is going big; in fact, he says it is going far ahead of his fondest expectations. Has it placed at more than a hundred cigar stands in and around York and, best of all, it is repeating nicely.

H. F. Martin Cigar Company are running well on "Keen Kutter" cigars. Hiram is a great "Booster" for the Order of U. C. T. and is never quite so happy as when he is initiating new candidates.

Henry A. Voice, of the Pasbach-Voice Litho. Company, visited the York trade and reports business conditions improving.

Mr. Garver, of A. Kauffman & Bro., box manufacturers, reports trade a little quiet, but signs of some improvement.

L. R. Jandorf, Keiser & Boasberg, Buffalo, is calling on the York trade, and to all appearances is getting his share of orders.

JAY BEE.

CAMPAIGN ON "FIGHTING BOB"

H. L. Judell & Co., of San Francisco, representatives in the United States for the "Fighting Bob" brand of Manila cigars, has recentl yinstituted a strong newspaper campaign to popularize the brand in their home city. In addition they are now advertising in the tobacco trade papers.

The Congress Cigar Company, of this city, expects to open their branch factory in Bethlehem during the coming week.

Notes and Jottings

The first Schulte cigar store in Kansas City was open there recently at Twelfth and Walnut Streets.

Peckarsky Bros. Co., Milwaukee, Wis., have recently taken on the distribution of "Cinco" cigars.

F. W. Haas of Arguelles, Lopez & Bro., was a recent visitor to the Quaker City.

Jacob Mazer, of Detroit, was a recent visitor in Cleveland where he called on the Baer-Wolf Company, local distributor of "Detroit Hand-Made."

W. H. Harris Grocery Company, Richmond, Va., distributors of "La Palina" cigars, received their first shipment recently.

Alfred Ehrman, of Ehrman Bros., Horn & Co., San Francisco, sailed recently for the Philippines. Manila is his objective.

J. P. Manning Company, Boston, Mass., has taken on the distribution of the "Mozart" cigar and it is already very well placed in that city.

"Mapacuba" cigars are forging to the front in Indianapolis where the E. L. Donahue Cigar Company has charge of the distribution.

J. U. Lemmon, Jr., until recently connected with the sales force of Kraus & Co., Inc., of Baltimore, Md., has become associated with the Tin Decorating Company of that city.

Winston, Harper, Fisher & Co., of Minneapolis, will shortly stage a campaign on the "Joan of Arc" cigar made by the San Telmo Cigar Company of Detroit, Mich.

WORTH CIGAR COMPANY HAS "GREEN SEAL"

"Green Seal" cigars, manufactured by the Alberta Cigar Company, are going over big in the city of Detroit, according to reports of dealers, and the smokers are demanding them. "Green Seal" is an old label of many years standing and the old timers in the cigar game remember this brand as being their most popular cigar a score of years ago. "Green Seal" cigars are made in five sizes, retailing at ten cents to twenty-five cents straight and are Sumatra wrapped with Havana filler. A. F. McRener, president and general manager, says he is making quality merchandise and that he is going to place "Green Seal" cigars on the market in the city of Detroit and vicinity where it was a few years ago "The Leading Seller." The Worth Cigar Company, 2311 Russell Street, are the Detroit distributors of the "Green Seal" cigars.

"NEW BACHELOR" WITH SPRAGUE, WARNER & COMPANY

"New Bachelor" cigars, for many years distributed in Chicago territory by the E. Hoffman Company, has recently been placed with Sprague, Warner & Co., who will take care of the distribution on this brand in the future.

Business Building

(*Continued from Page 9*)

these subtle results is one too many for me. I wish I could, for then I would trade my tin Lizzie into a twelve-cylinder and wear a velvet house coat.

The only way I can help you is to again agree with the professor that competition will be keen, keener, and then some. That business will be strenuous, but more like a game of chess than football, inasmuch as it will call for skill and brains.

Therefore I advise you to gird up your loins, tell yourself it is hard, but it is fun, read your trade journals for points and suggestions and bring your business up to one hundred per cent. in every little detail.

Why don't you do it?

Do what?

Why, save your wrapping twine and make it into a huge ball. That is what H. C. Stoll, a Cincinnati druggist is doing. He is having lots of fun and getting oodles of advertising. An' it 'aint costing him a cent.

He saves every piece of wrapping twine on incoming goods and puts it in his ball. In less than a year it has grown to thirty inches in diameter, weighs eighty-eight pounds, contains over six miles of twine. It is growing daily and gives him as much fun as a boy gets from rolling up a huge snowball.

Why not get busy, also get wise, and do the same. At the end of a few months it will begin to be "some ball." Folks will begin to take notice. They will talk about it. They will come to your store to see it and hear you tell about it, and meanwhile will buy smokes.

Soon you will set it in your window and sit there to roll it, and the crowd will be so big that you will have to summon the police to keep your side-walk passable.

From time to time you will put a placard in the window telling how much it weighs, how many miles the string would reach, and how it is growing all the time. Your newspaper will photograph you rolling up more string, and give you a column notice, and you will be the best known man for a hundred miles around.

HERMAN GOLDWATER AGAIN WITH E. H. GATO

Herman Goldwater, known throughout the country as "Jimmie," is again lined up with his old connections, E. H. Gato, nationally known cigar manufacturer of Key West, Florida. "Jimmie" will once again cover New York City territory and will find a welcome on every hand from the many friends of the famous "Gato" brand.

ALL SET FOR THE BIG NIGHT

The Tobacco Salesmen's Association of America is all set for the big festivities scheduled for the night of April 8th at the Biltmore Hotel, New York. It is the occasion of their annual entertainment and ball and President Albert Freeman states that all indications point to it being the biggest affair in the history of the organization.

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE MARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YORK

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!

ON OUR TOBACCO STEMMING MACHINE

Cigarette Tobacco - Smoking Tobacco - Plug - Cigar Filler

100 MACHINES IN ONE FACTORY

WRITE FOR FULL PARTICULARS

TOBACCO STEMMING MACHINE CO., INC.

LYNCHBURG, VA.

In Pocket Packs

Although the Blackstone is a well-advertised cigar, the Blackstone pocket packs went over big without any special advertising.

These pocket packs are in two sizes—ten cigars, and five cigars.

Blackstones are Long Havana filler, imported Sumatra wrapper. No cigar in the world is more hygienically made.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM 8¢ *cigar*
WAITT & BOND, Inc., Newark, N. J.

Manila Notes

Horace R. Kelly & Co. have a considerable quantity of Manila cigars due to arrive at any time.

Karl Piderit, manager of La Flor de Intal Cigar Factory, Manila, is visiting the United States. He expects to leave New York for the West about April 3.

I. H. Waterman, representing Henry W. Peabody & Co., is making a short trip through the South. He will confine his visits to points along the East coast.

Ben Lett, representing the El Pacifico Factory, returned last week from a trip west, as far as St. Louis. He reports that jobbers are very much interested in the future of the Manila game.

The rade is looking forward with interest to the proposed visit of Mr. Meyer, head of the Alhambra Cigar Factory. Mr. Meyer expects to arrive in the United States sometime in May.

Cabled reports from Manila state that prices of tobacco and cigars have stiffened considerably the past two weeks. Large orders from European and American buyers are reported to be the cause of the advance in price.

H. Mueller, president of La Prueba Cigar Factory, Manila, is making arrangements for distributing cigars in large quantities. The Manila Cigar Company, at San Francisco, will carry a quantity of spot stock to facilitate the trade in the United States.

J. B. Havre, of J. B. Havre & Co., representing the Isabela Factory, made a flying trip to New York the week of March 24th. Mr. Havre reports a very satisfactory increase of sales of the Isabela cigars during the past few weeks.

Charles A. Bond, the Philippine tobacco agent, expects to leave New York about the middle of April for a trip to the Pacific Coast. He will return in time for the Tobacco Convention, at Washington, May 24 and 25.

Sidney J. Freeman & Sons received two shipments of cigars recently from the Flor de Intal Factory. The cigars arrived in splendid condition, and the sales staff has turned in a large number of orders as a result of the very favorable impression created by the Flor de Intal samples.

H. L. Judell & Co. have started their campaign on "Fighting Bobs." Trade paper advertising and some very striking window display materials are depended on to bring the brand prominently to the attention of dealers and smokers. The new shipments of "Fighting Bob" are due to arrive at San Francisco.

In all the recent Manila cigar shipments to this market, importers report that they have found a very large proportion of light colors. It has been something of a surprise to cigar men who have noted the very fine quality of the Philippine wrapper used on Class A merchandise.

St. Louis Notes

St. Louis, Mo., March 27, 1922.

BUSINESS in St. Louis and adjacent territory continues rather quiet, though there is an optimistic belief with the opening of spring activities and relief from the rigors of winter, that the general improvement is permanent and will continue to increase.

As one of our most pessimistic friends puts it, "Business is damned rotten, and getting no better fast." But even he has to admit that it can't continue that way, and is putting up a few tender shoots that must be industriously cultivated.

E. J. Dienst, of the Dienst Leaf Tobacco Company, says that while business is practically flat, and at low ebb, there is a gradual better feeling pervading the marts of trade, and with the Western farmer getting good prices for their hogs and cattle and produce, it induces more buying and more confidence.

Continued high labor and materials, and the requirements of the Union all tend to make it difficult for the manufacturer to weather the prolonged dull period.

Helmerich Leaf Tobacco Company reports an increase in business over several months ago.

Otto Wiedmann, crack salesman of the "El Producto," says "business is good and getting better" on this high class cigar. They are placing new sizes every day, and have no reason to be other than very optimistic.

Mr. Boyle, of the Johnson Tin Foil Company, states from the number of orders they are receiving for tin foil for cigar wraps, that there must be a greater demand than for some time for this style cigar. They are also receiving large orders for foil mounted on wax paper for lining cigar boxes.

That "go-getter," Arthur G. Wiedmann is back from a trip to Detroit, and finds encouragement in the present outlook. He says to keep on co-operating and we will all "bring home the bacon."

There is a cigarette war on, and prices are decreasing from 5 cents up, per package.

In some cases the local manufacturer is cutting down the size of his higher-priced cigar so that he can offer them at 5 cents. The high cost of manufacturing gives him a hard problem to solve to give the consumer quality and quantity at reduced prices.

H. G. Dieckmeyer, of Central Cigar Box Company, home from calls on the trade, states there is little doing, but found local conditions around Webb City and Joplin livelier than in St. Louis. He says business comes in spurts, and doesn't do that very often, but if building opens up here, it will put more money into circulation and benefit everybody.

In adjacent mining localities, business is slow on account of strikes, and little increase can be looked for until the strikes are settled, as business and mining activity go hand in hand.

NOVICIO.

If a man is known by the company he keeps, a merchant is known by the merchandise he displays.

One naturally associates Milano pipes with the better things of life, and the better shops have discovered that the men who sit in the councils of the nation's business are Milano enthusiasts.

Men who are on the way up, and those who have arrived, all recognize the satisfaction to be derived from a pipe full of their favorite blend when smoked in the Milano.

If you would increase your sales this year, make sure that you are receiving your share of the high grade business from the business men of your community.

The display of Milano pipes in your store will indicate that you are prepared to serve the man who can afford and demands the best.

WM. DEMUTH & CO.
NEW YORK
THE WORLD'S LARGEST MAKERS OF FINE PIPES

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

The Bayuk organization works unceasingly to produce cigars that will win and hold the patronage of smokers and build good will for your store.
BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette Street Phone Franklin 3166

PRINCE HAMLET PHILADELPHIA HAND MADE MAPACUBA
HAVANA RIBBON CHARLES THOMSON

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,403,046. CIGAR-PACKING DEVICE. Francis X. Malocsay, New York, N. Y., patentee. Patent assigned to International Banding Machine Co., New York, N. Y.

A device of the class described comprising a table, a shelf-supporting member pivoted thereto, said member having a slot, a shelf having a projecting strip slidable in said slot, means for holding said shelf at an angle to the table and means for regulating the position of the shelf with respect to the table.

No. 1,407,105. PACKAGE FOR CIGARETTES. Percy R. Walters, Montreal, Canada, patentee.

A package comprising a box-like body open at the top, and a removable closure for said body comprising a retaining portion normally engaged between the front of the box and the contents, and a cover portion integral with the upper edge of said retainer portion and normally assuming a rearward inclination over the box, said cover having advertising matter on the upper surface thereof, and being available as a display card in rear of the box by transfer of the retainer portion from the front to the back of the box.

No. 1,407,274. TOBACCO. Harold Hibbert, Toronto, Canada, patentee. Patent assigned to Commercial Research Co., New York, N. Y.

As a new article of manufacture, a tobacco product containing a glycol.

No. 1,407,746. CIGARETTE CASE. William P. J. Hagarty, Avon, South Dakota, patentee.

A device of the character described, comprising a flat case, rollers mounted in the case adjacent to the ends thereof, means for turning one roller, and an endless belt of rubber or similar material extending around said rollers and having transverse ribs on its outer surface forming grooves for snugly holding cigarettes or similar articles to be moved with the belt, said ribs being separated slightly at the points where the belt extends around the rollers, the case having a transverse slot at one end beyond one roller for removing the cigarettes or articles.

No. 1,408,112. COIN-CONTROLLED CIGAR-VENDING MACHINE. James H. Mann, Jr., Pine Bluff, Ark. patentee.

In an article vending machine, the combination with a casing having an article holding compartment, of an article supporting and delivering tray mounted in the lower part of said compartment, an actuator, a coin controlled mechanism mounted in the casing and operated by the actuator for tilting said tray, said coin controlled mechanism comprising a spring tensioned coin actuated lever, a starting device geared to the actuator and between which and the coin actuated lever, a coin is adapted to engage, and means for limiting the coin actuated lever to a near normal position.

No. 1,408,251. SMOKER'S PIPE. Raymond L. Beselin, Omaha, Neb., patentee.

In a smoker's pipe, a stem, a mouth piece, said stem having a smoke passage therein and having an enlarged recess in its inner end opening into the smoke passage, and concentric thereto, said mouth piece having a tapering plug adapted to fit in the recess of the stem and the plug provided with an opening in its outer end communicating with the passage through the mouth piece, and a thimble fitting removably in said recess of the stem and extending throughout the depth of the recess and provided with a flared open end into which said plug of the mouth piece is adapted to wedge for binding the thimble in the stem and for binding the plug in the thimble.

No. 1,408,464. CIGARETTE CASE. Joseph F. Moeller, Chicago, Ills., patentee. Patent assigned to Waterman W. Porter, Chicago, Ills.

In a cigarette case, the combination of a rectangular box adapted to contain a row of cigarettes arranged side by side and having a delivery opening in one side edge thereof, a pair of guide-rods mounted on the inner sides of the side edges of said box, a spring-pressed follower head formed with holes in its ends by which it is slidably mounted on said guide-rods, said holes being sufficiently larger than said rods to permit a limited canting movement of said follower-head.

No. 1,408,529. PIPE COVER. Theodore Malo, Jr., Montreal, Canada, patentee.

A smoker's pipe cover comprising a cap having a downwardly projecting flange adapted to engage the external surface of a pipe bowl, said flanges having slots and holes at the ends of the slots whereby the flange comprises a plurality of resilient fingers, the top of the cap being provided with a plurality of perforations; a disk having perforations adapted to register with the perforations in the top; fingers struck-up from the cap on which said disk is rotatably mounted in close proximity to the top; and ears on said disk extending upwardly therefrom and forming finger pieces by means of which the disk is rotated to regulate the passage of the air and smoke through the perforations in said top.

No. 1,408,847. PIPE AND CIGAR HOLDER. Anthonius M. Van Doorn, Utrecht Netherlands.

A pipe, cigar holder, or the like, comprising a stem, a tube split longitudinally of its axis into sections and fitting with one end within said stem and formed at the end projecting from the stem into a mouth piece and formed at a part adjacent to the end of the stem and substantially at its middle with tapered and screw-threaded portions, and an internally tapered and screw-threaded ring for clamping said sections together.

No. 1,397,958. SMOKING PIPE. Carl F. Hanable, Negley, Ohio, patentee.

A tobacco pipe comprising a bowl having a stem composed of spaced sections arranged in longitudinal alignment, a substantially cylindrical casing forming a chamber fitted to the opposed ends of the stem sections, said casing being provided with corrugations to increase its exterior surface and form interior channels, and longitudinal tubes fitted into the bores of the opposed stem sections and having their inner ends bent laterally in opposite directions, and a bit carried by one of the stem sections.

GRANDIAZ ANNIS HEADQUARTERS IN TAMPA

Gradiaz Annis & Co., who have maintained general headquarters in New York until recently, have notified the trade of the removal of their general offices to Tampa, Florida, where their factory is located. They will retain an office at 99 John Street, where J. B. Annis will be located.

A BOON to the BUYER
OF PORTO RICAN TOBACCO
GOVERNMENT GUARANTEE STAMPS
SHOW AT A GLANCE WHETHER IT IS GENUINE PORTO RICAN TOBACCO, A MIXTURE OF DOMESTIC WITH FOREIGN TOBACCO OR TOBACCO SHIPPED INTO THE ISLAND AND THEN RESHIPPED TO U. S.
BOXES OF CIGARS MUST DISPLAY A STAMP
STATING WHETHER THE CIGARS ARE MANUFACTURED OF PURE PORTO RICAN TOBACCO, A MIXTURE OF DOMESTIC AND FOREIGN TOBACCO OR ENTIRELY OF TOBACCO GROWN ELSEWHERE.
THIS BENEFITS the CONSUMER

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

LOOK FOR THE STAMPS
THERE ARE 3 EACH
FOR TOBACCO AND CIGARS
TOBACCO:
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.
WHITE—Manufactured in P. R. with tobacco produced in P. R.
CIGARS:
BLUE—Manufactured in P. R. with Porto Rican and other Tobacco.
PINK—Manufactured in P. R. with tobacco not a product of P. R.
WHITE—Genuine Porto Rican Growth.
For Information write or call
GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
J. F. VAZQUEZ, Agent
126 Maiden Lane Tel. John 1379 New York City

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SIR BATSON:—42,473. For cigars, cigarettes and cheroots. February 6, 1922. Nelson Cigar Co., San Francisco, Cal.

LINCOLN MEMORIAL:—42,474. For cigars. February 25, 1922. C. B. Henschel Mfg. Co., Milwaukee, Wis.

RALEIGH:—42,475. For pipes, tobacco pouches and all smokers' articles. February 4, 1922. Manhattan Briar Pipe Co., New York City.

FOMENTO:—42,476. For cigarettes only. February 20, 1922. General Importing Co., Tampa, Fla.

S. & CO.:—42,477. For leaf tobacco. March 4, 1922. Selgas & Co., New York City.

TAMPA DREAM:—42,478 For all tobacco products. February 17, 1922. American Litho. Co., New York City.

LITTLE ROSA WEGMAN:—42,479. For cigars. February 28 1922. Esreal Wegman, Tampa, Fla.

RAPPORT'S EXPERIENCE STOGIES:—42,484. For stogies. March 3, 1922. A. Rappaport, Cleveland, Ohio.

GOMEZ PALACIO:—42,485. For cigars. February 8, 1922. Harry E. Keefrider, Philadelphia, Pa.

A. A. A. MOTORIST CAPITOL:—42,486. For all tobacco products. February 28, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

1822:—42,487. For all tobacco products. March 3, 1922. American Litho. Co., New York City.

A. FUENTE & CO.:—42,488. For cigars. March 8, 1922. A. Fuente & Co., West Tampa, Fla.

DOUBLE SPANISH:—42,489. For all tobacco products. March 3, 1922. Robert Williams, Greenville, Ohio.

MOISTEN-AIR:—42,490. For cigar moisteners. March 11, 1922. W. J. Gould, New York City.

PUT & TAKE:—42,491. For chewing and smoking tobacco, plug and snuff. March 3, 1922. The Peace Tobacco Co., Cincinnati, Ohio.

LITTLE BARRETT:—42,492. For cigars. March 3, 1922. D. Emil Klein Co., Inc., New York City. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been used by the General Cigar Co., New York City, and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

FLORE DE GEORGE L. CLAFLIN CO.:—42,494. For cigars, cigarettes and tobacco. March 6, 1922. George L. Claflin Co., Providence, R. I.

LA ARGELINA:—42,496. For chewing and smoking tobacco only. March 15, 1922. Martin & Viegas, New York City.

LOS ANALES:—42,497. For cigars. March 16, 1922. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

FLADOUNA:—42,498. For cigars. March 15, 1922. S. Reese, Sioux City, Iowa.

TRANSFERS.

LARRY BARRY:—31,499 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. March 16, 1906, by Bondy & Lederer, New York City. Transferred by General Cigar Co., successors to Bondy & Lederer, to D. Emil Klein Co., Inc., New York City, February 7, 1922.

LAWRENCE BRANNIGAN:—31,472 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 13, 1906, by Bondy & Lederer, New York City. Transferred by General Cigar Co., successors to Bondy & Lederer, New York City, to Emil Klein Co., Inc., New York City, February 7, 1922.

ROBERT BARRETT:—19,640 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 9, 1910, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to United Cigar Mfrs. Co., New York City, and re-transferred by General Cigar Co., successors to United Cigar Mfrs. Co., to D. D. Emil Klein Co., Inc., New York City, February 7, 1922.

LAWRENCE BARRETT:—14771/2 (Tobacco Journal), and **115,698** (Patent Office). For cigars. Registered January 26, 1884, and February 27, 1917, respectively, by Bondy, Lederer & Co., New York City, and United Cigar Mfrs. Co., New York City. Transferred by General Cigar Co., successors to the above concerns, to D. Emil Klein Co., Inc., New York City, February 7, 1922.

FLOR DE VALENTINE:—18,708 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered October 2, 1909, by A. S. Valentine & Son, Philadelphia, Pa. By various transfers acquired by A. S. Valentine & Son, Womelsdorf, Pa., and re-transferred to A. S. Valentine & Son, Inc., Womelsdorf, Pa., March 2, 1922.

JUDGE BEST:—23,380 (Tobacco Leaf), **26,839** (Trade-Mark Record), **26,913** (Tobacco Journal). For cigars, cigarettes and tobacco. Registered May 23, 1902, May 13, 1902, May 27, 1902, respectively, by American Litho. Co., New York City, and A. S. Valentine & Son, Womelsdorf, Pa. By various transfers acquired by A. S. Valentine & Son, Womelsdorf, Pa., and re-transferred to A. S. Valentine & Son, Inc., Womelsdorf, Pa., March 2, 1922.

1848:—20,815 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered September 13, 1910, by A. S. Valentine & Son, Philadelphia, Pa. By various transfers acquired by A. S. Valentine & Son, Womelsdorf, Pa., and re-transferred to A. S. Valentine & Son, Inc., Womelsdorf, Pa., March 2, 1922.

ARGO CLUB:—30,292 (Tobacco Leaf), **30,661** (Tobacco Journal), **31,352** (Trade-Mark Record). For cigars, cigarettes, cheroots and tobacco. Registered September 11, 1905, September 6, 1905, September 11, 1905, respectively by A. S. Valentine & Son, Philadelphia, Pa. By various transfers acquired by A. S. Valentine & Son, Womelsdorf, Pa., and re-transferred to A. S. Valentine & Son, Inc., Womelsdorf, Pa., March 2, 1922.

SMOKECRAFT:—30,398 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 28, 1905, by A. L. & M. L. Kaufmann, New York City. By various transfers acquired by the Smokecraft Cigar Co., New York City, and re-transferred to D. Emil Klein Co., Inc., New York City, February 4, 1922.

MISS NEW YORK:—20,577 (Trade-Mark Record). For cigars. Registered March 7, 1899, by F. Heppenheimers Sons, New York City. Transferred by American Litho. Co., New York City, successors to F. Heppenheimers Sons, to Bornfreund & Weinberg, New York City, March 14, 1922.

YORK IMPERIAL:—17,007 (Tobacco World). For cigars. Registered January 20, 1909, by M. Meyers, York, Pa. Transferred to John G. Bergdoll, York, Pa., November 17, 1921.

P. H. BECOMES CORPORATION

P. & H. Cigar Company, of Red Lion, Pennsylvania, manufacturers of the "O'San" and other well known brands, was recently changed to a corporation with a capital of $150,000. A number of prominent cigar manufacturers are stockholders in the company.

WM. BLACK & CO. IN NEW HOME

Wm. Black & Co., manufacturers of humidors, boite nature and cigar boxes have removed their plant from E. 94th Street to Brooklyn, New York, where they are located at 661 Morgan Avenue.

JULIUS BLUM A DADDY

Julius Blum, genial member of the cigar manufacturing firm of Harry Blum, widely known makers of the "New Natural Bloom" cigar, is receiving congratulations from his many friends on the arrival of a son. The boy has been named Seymour Blum.

RITTER CAN CO. BUYS MILL

The Ritter Can and Specialty Company, of this city, whose plant was recently destroyed by fire, have recently taken title to the two story brick mill at 1026-28 Sedgley Avenue. The plant was held for sale at $100,000.

"POPULARES" NEW "HENRIETA" SIZE

Otto Eisenlohr & Bros., Inc., have taken page space in the local dailies to advise the smoking public of the introduction of a new size of their "Henrietta" cigar. The new size is called "Populares" and will retail for ten cents. They also announce the increase in size of both the "Perfecto" and "Admiral" shapes of this brand, with no increase in price.

The "Henrietta" cigar has been for years one of the largest selling brands in local territory and the introduction of a ten-cent size of this cigar will undoubtedly prove to the manufacturers that the name given to the new shape has been happily chosen.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
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WESTERN REPRESENTATIVE:
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PERFECT LITHOGRAPHY
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for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
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SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
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YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
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BELL PHONE, MARKET 3792

Perfecto
Actual Size

UNLESS you've tried Havana tobacco that has been properly cured and blended, you really do not know the wonderful mildness that can be merged with that distinctive Havana flavor.

The flavor is *in* Havana. No other tobacco grown anywhere can equal it. But it takes months and even years of just such aging, curing and blending as is given the Havana filler of Robt. Burns to bring the flavor out.

When you smoke Robt. Burns, you know not only that the filler is pure Havana but that it has been brought to a point where it is ready to give up its wonderful flavor to *you*.

Have you tried one lately?

General Cigar Co., Inc.
NATIONAL BRANDS
NEW YORK CITY

Perfectos—2 for 25c
Box of 50—$6.00

Epicures—2 for 25c
Box of 50—$6.00

Invincibles—15 cents straight
(Foil Wrapped)
Box of 25—$3.50

Robt. Burns Cigar is Full Havana Filled

Wilkinson

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APRIL 15, 1922

VOLUME 42 NO. 8

THE TOBACCO WORLD

GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Largest Cigar Store In the Largest City and the Most Prominently Located Cigar Store in the World Displays Its Cigars In Wooden Boxes.

THE above photograph shows a window of the United Cigar Store in the Flatiron Building, New York.

The fact that this great store devotes an *entire* window to a display of box brands is a noteworthy tribute to the superior eye-drawing qualities of the WOODEN CIGAR BOX. It also proves that with retailer as well as with smoker the wooden cigar box remains the accepted standard packing for cigars.

The compact, convenient shape of the wooden box permits of the most unique and striking display effects in window as well as on the counter.

The wooden box is the *only* container for cigars that enables the smoker to make prompt selection for shape and color.

Advertisement

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VANDEGRIFT
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812-832 N. Lawrence St Philadelphia, Pa.

The Celebrated Dill's Best
Long Cool Smoke

Dealers
CAN NOW GET
DILL'S BEST
THROUGH ANY
REGULAR
JOBBER

J. G. DILL CO.,
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ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

MURIEL
CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

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119 West 40th Street, New York City.

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2 for 15c
everywhere

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PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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FOR SALE AT SACRIFICE—"REPLY" CIGAR TRADE-MARK, including Labels, bands, etc. Beautiful Label; 2200 customers. Also considerable factory equipment: For particulars apply to Herman E. Salkowe, 325 Washington Avenue, Philadelphia, Pa.

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CIGAR SALESMAN—TO REPRESENT US IN ALL STATES East of the Mississippi River. In replying, state what experience you have had with wholesale trade. Address Box 445, care of "Tobacco World."

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

WANTED TO PURCHASE—Discontinued Labels in any quantities. State quantity and price. Address Box 443, care of "Tobacco World."

WANTED—TOBACCO SCRAP MACHINE. Strickler make preferred. Address Box 33, Dallastown, Pa.

The Tobacco World
Established 1881

VOLUME 42 APRIL 15, 1922 No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

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Manufacturer of
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NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
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Write for List of Flavors for Special Brands
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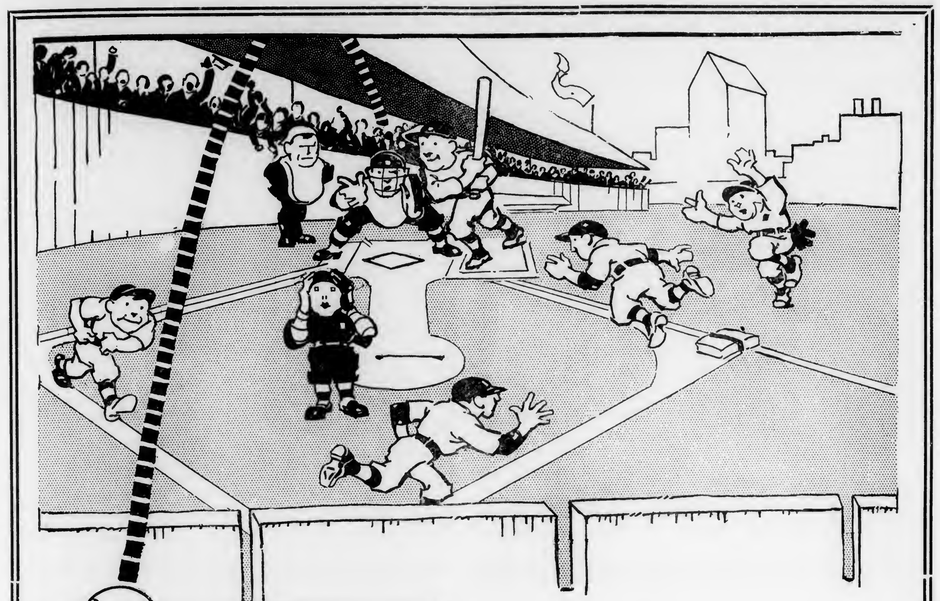

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IT'S TOASTED

When Babe Ruth (or any other good swatter) sends it over the fence for a home run, you and all the other fans know it's a real lucky strike.

"Lucky strikes"—familiar ones—are the feature of our newspaper campaign for LUCKY STRIKE CIGARETTES. Readers like it on account of its novelty and interest.

◆ ◆ ◆

The discovery of the toasting process was a lucky strike for us. Millions of smokers now prefer LUCKY STRIKE on account of the delicious toasted flavor.

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Guaranteed by
The American Tobacco Co.
INCORPORATED

—which means that if you don't like LUCKY STRIKE Cigarettes you can get your money back from the dealer.

ROBERT EMMET CIGARS

20 Million in 1921
40 Million in 1922

ABOUT two years ago we started making Robert Emmets in one small factory.

Today we have the original factory and two more fine new factories, all trying to keep up with orders.

The blend is responsible for its sensational growth

BREVAS SIZE **10c**

Blended by the Master Blender, Charles J. Spietz

MANUFACTURED BY
SPIETZ CIGAR COMPANY
Harper & Seneca Streets Detroit, Mich.

that most cigar manufacturers will realize—a quality cigar box is most necessary in these days of fine things. For quality boxes, order from us.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
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WE SPECIALIZE IN SHORT RUNS
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Webster Cigars
STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Established 1881

Number 8

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 15, 1922 Foreign $3.50

EDITORIAL COMMENT

MANAGING Director, Charles Dushkind, of the Tobacco Merchants' Association of the United States, sent out the very pertinent inquiry (under date of April first), "What's Wrong With the Cigar Business?" There are about eleven thousand cigar manufacturers asking the same question.

Director Dushkind cites figures to prove that something is vitally wrong. In a minute we will add some figures ourselves. This, however, is evading the question. Answering the question does not necessarily solve the problem, but we venture the opinion that the manufacturer, jobber and retailer are to some extent guilty.

There is one sect which teaches the doctrine of fate as the inflexible result of cause and effect. We are inclined to deep consideration of this doctrine. Reviewing our scraps from boyhood to the more serious difficulties of youth and manhood, we have always been able to trace the great majority of them to their haunts —our own selves.

Perhaps we are out of the whack with the times and present-day business theories, but we are sort of "rot" in our ideas that things don't just happen— there's a reason.

In raising the question, we will certainly have to work with facts to ascertain just what is the matter with the cigar business.

Twenty years ago the industry could look upon the cigarrette as a baby. In twenty years it has grown to manhood, and swept beyond the cigar industry as if it wore seven-league boots. Take the "Broadway Limited," the "Century," the "Havana Special" or even the "Sunset Limited" and what sweeps by your gaze oftenest? "It's Toasted," "They Satisfy" or "I'd Walk a Mile," etc. Billboard, fence and posters crying out the delights of the cigarette. But how many billboards tell you how good a cigar is?

The manufacturers of cigarettes have pretty thoroughly sold the country on their product. Ten years ago when they began to make progress they began to build for the future. They are reaping today what they sowed ten years ago. They did not advertise merely to satisfy their jobbing connections, they advertise to sell the nation on the cigarette for today, tomorrow, next year, and five years hence. The figures sort of indicate that they did it.

What have the cigar manufacturers done? A few daring ones have plunged into national magazine advertising. Hundreds have spent their money in newspaper space to drive home the fact that all the dangerous gas-forming chemical properties have been sweated from the leaf before it is blended, or that a particular cigar will not discolor your liver. The consumer is in a daze. If he smokes one cigar his heart may not be affected but he may absorb some gases in the combustion of the cigar that will cause gall stones. If he chooses another cigar his liver will not change color but all other inferred dangers will be present.

Few, if any, have proceeded along the lines that a cigar is a dandy smoke, and that a cigar that is really satisfying is the—brand. It's been every fellow for himself, "and the devil get the last man." And he's getting him.

We preach, and try to practice, "Live and let live." In our own work we believe our journal is a valuable medium for trade paper advertising. But in our humble opinion we must sell the man on trade journal advertising before we sell him space in our medium. If we lose, our best wishes go to the winner. But we have the satisfaction of knowing that we have started an account for the business papers of the industry.

Why not start selling the nation on cigars? It is going to cost a lot of money. But if any faith is to be placed in Dun and Bradstreet we say the industry can stand it. We believe that fortune has smiled on more humble beginners in the cigar manufacturing business than in any other industry of its size in the country.

It's an old saying that you can't eat your cake and have it. And you can't take the life blood from your business and continue in business indefinitely.

Living from day to day is precarious business, and mighty few concerns in the cigar industry have figured much beyond that limit. Those who have done so are passing through the depression with flying colors.

Perhaps the price and quality of war-time and post-war time cigars have had something to do with it: general business depression cuts some figure, but the

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Editorial Comment

(*Continued from Page 7*)

cigarette industry and many other industries have more than held their own. The cause is the thing to search for. We have the effect.

There are also angles to the retail and wholesale trade that have possibly had some effect.

As we remarked last issue, when we entered the laundry business with certain of our contemporaries, in discussing the cigarette price-cutting, if we could solve this problem we wouldn't be burning midnight oil to get this effusion out of our system.

Just to emphasize what Director Dushkind brings out in his letter, let us cite a few figures from another angle.

In January, 1921 there were approximately 200,000,000 less cigars withdrawn for consumption than in January, 1920. In February, 1921 there were about 97,000,000 less withdrawn than in February, 1920. The total for the first two months of 1921 was a decline of 297,000,000 cigars.

In January, 1922 cigars withdrawn for consumption declined more than 19,000,000 below January, 1921. February, 1922 showed a decline of nearly 50,000,000 less than in February, 1921. The total decline for the first two months of this year being more than 69,000,000 below the first two months of 1921.

To sum up, the first two months of 1922 are more than 366,000,000 cigars below the number withdrawn for consumption in the first two months of 1920. For a two-year period we consider this a very appreciable decline—one worth the serious consideration of every cigar manufacturer.

When the Tobacco Merchants' Association convenes in Washington for its trade convention on May 24th and 25th, we believe that if a true spirit of co-operation is shown that the cigar industry can come back—and come back strong.

THE plan of the Tobacco Merchants' Association to invite the assistance of the Federal Trade Commission in putting an end to the present wave of price-cutting, and the calling, by Managing Director Dushkind, of a conference of jobbers from every section of the country to meet at the New Willard in Washington on April 25, are admirable moves intended to serve notice on the guilty that an attempt is about to be made to get the tobacco industry out of its present perilous position.

It is a matter of satisfaction to us that the Tobacco Merchants' Association has taken the matter in hand. If it is up to any association to fight the present situation, it is the T. M. A.

We are not so very keen about the prospective benefits to be derived from the efforts of the Federal Trade Commission. However, it is a poor rule that does not work both ways, and if the Federal Trade Commission really has the authority to order concerns and associations to desist from practices which they consider harmful to trade, then this price-cutting situation should be "pie" for them. Here is an opportunity for the Federal Trade Commission to win the undying affection of the industry.

If a legal remedy can be found for the conditions now existing in the tobacco jobbing trade it will place the Tobacco Merchants' Association on a pedestal that it will richly deserve. And further, if the plan is successful, the results of the conference in Washington on April 25 will be of the highest importance to the wholsale concerns in every line of business in the United States.

ONE of the encouraging signs of the past few months is the tendency of the trade toward Tampa-made cigars. Sooner or later the tide was bound to turn and it is evidently that the retailer finds some justification in stocking some of the brands made in that city.

Both the executives and workmen in Tampa realize today that in order to do business they must produce the best in quality and workmanship that the selling price will afford. It is a credit to the efforts being put forth to note that the Tampa goods now being shown measure up to the old standards, and this fact is being recognized in the trade.

A particularly encouraging situation is noticed in the clear Havana industry. During the past sixty days various Tampa houses have opened new connections for their brands. All this is indicative of the growing confidence on the part of the wholesale and retail trade in the revival of clear Havana cigars.

In the readjustment through which the cigar industry is now passing there are brands which will survive, and others which will fall by the wayside. Aside from the influence of general conditions, the trade is choosing its brands today with unusual care.

As a manufacturer remarked recently, "Out of the present situation some factories will emerge with strongly established brands, and the wholesalers and retailer who are able to choose wisely today will then find themselves in an enviable position."

Unquestionably clear Havana brands are tending toward wider distribution and sale and those jobbers and retailers who are looking to the future are keeping a careful watch on the progress of the Tampa industry.

A. D. GOODMAN ADDS "TUVAL"

A. D. Goodman, jobber of Cleveland, O., has recently added the made-in-bond "Tuval" cigar to his line. This cigar is made in Tampa, Fla., by Marcelino Perez & Co.

NEW SALESMAN FOR HOUSE OF LOZANO

Chick Morris, one time famous ambassador for the house of Y. Pendas & Alvarez, has recently joined the sales force of the widely known Tampa house of F. Lozano, Son & Co. Chick will cover Middle West and Southern territory.

N. C. L. T. A. TO MEET IN ATLANTIC CITY

President George M. Berger, of the National Cigar Leaf Tobacco Association, has advised the New York Leaf Tobacco Board of Trade that the directors of the N. C. L. T. A. have chosen Atlantic City for the 1922 convention. June 5th and 6th are the dates decided upon. Further details will be announced later.

T. M. A. Moves To Remedy Price-Cutting

THE T. M. A. has conducted many special activities in the past, but none of them ever met with such spontaneous enthusiasm as the plan announced last week to submit the price-cutting situation in the jobbing trade to the Federal Trade Commission for remedy.

The plan had hardly been announced before the T. M. A. was literally flooded with communications from jobbers in every section of the country heartily commending Mr. Dushkind on his plan, and offering 100 per cent. co-operation.

Another very pleasant aspect of the situation is the interest being taken in the campaign by the Wholesale Druggists and Wholesale Grocers. The National Wholesale Druggists' Association, for instance, has had its attention called to the T. M. A. circular of April 8 regarding the situation in the jobbing trade, and has requested additional copies of the same for distribution.

Similarly, the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association indicates that co-operation may be expected from this source.

After the matter had been considered from every angle it was deemed imperative that a Conference of Jobbers as outlined in the original announcement prepared by Mr. Dushkind should be held at the earliest possible moment to consider and act upon the proposed plan. Accordingly a decision was reached to hold such a conference on April 25, at the New Willard Hotel, Washington, D. C.

To insure equal representation so far as practicable to the trade in all sections of the land, Mr. Dushkind adopted the plan of dividing the country into nine zones. Each of these zones will be entitled to a fixed representation at the conference based upon its population. Thus, for example, Zone No. 1, the Middle Atlantic Division, includes the States of New York, New Jersey, and Pennsylvania, with a total population of 22,525,427, and will have nine representatives at the conference. Zone No. 2, the New England Division, embraces the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut, with a total population of 7,351,208, and will be entitled to three representatives, etc.

Representatives of each of the zones were promptly notified of their appointment, and requested to wire their acceptance.

In all, the conference will be made up of forty-three representative jobbers, and thus far but three of the forty-three have notified Mr. Dushkind that it will be impossible for them to attend, the while assuring him of their whole-hearted endorsement of the plan.

The following is a list of wholesalers who have been invited to attend the Conference as the representatives of their particular zones, and Mr. Dushkind's letter requesting them to serve:

Zone 1 (New York, New Jersey, Pennsylvania), nine representatives. E. C. Dearstyne, Albany, N. Y.; Thos. J. Link, Buffalo, N. Y.; Arthur M. Eisig, New York; Robert R. Davis, Syracuse, N. Y.; Max Jacobowitz, Jersey City, N. J.; Wm. W. Blake, Altoona, Pa.; George Frings, Philadelphia, Pa.; A. Goldbloom, Pittsburgh, Pa.; J. Vipond, Jr., Scranton, Pa.

Zone 2 (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut), three representatives. Robert T. Smith, Hartford, Conn.; Charles Cook, Portland, Me.; B. Costello, Pawtucket, R. I.

Zone 3 (Ohio, Indiana, Illinois, Michigan, Wisconsin), eight representatives. David Straus, Cincinnati, O.; George W. Barnes, Cleveland, O.; E. W. Harris, Indianapolis, Ind.; W. R. Sprague, Chicago, Ill.; S. N. Grossman, Chicago, Ill.; G. C. Bretscher, Springfield, Ill.; John T. Woodhouse, Detroit, Mich.; C. B. Leidersdorf, Milwaukee, Wis.

Zone 4 (Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida), six representatives. R. E. L. Hall, Washington, D. C.; J. N. Hirsch, Atlanta, Ga.; E. Asbury Davis, Baltimore, Md.; L. J. Carter, Charlotte, N. C.; J. S. Pinkussohn, Charleston, S. C.; Cliff Weil, Richmond, Va.

Zone 5 (Kentucky, Tennessee, Alabama, Mississippi), four representatives. R. D. Burnett, Birmingham, Ala.; J. Coleman, Louisville, Ky.; Walter Gibson, Jackson, Miss.; R. L. Jordan, Memphis, Tenn.

Zone 6 (Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas), five representatives. O. J. Moore, Sioux City, Ia.; Phil A. Booco, Minneapolis, Minn.; Arthur E. Harms, St. Louis, Mo.; David Chalmers, Kansas City, Mo.; Roy L. Beselin, Omaha, Neb.

Zone 7 (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada), two representatives. J. G. Duncan, Denver, Colo.; Lee Marx, Butte, Mont.

Zone 8 (Arkansas, Louisiana Oklahoma, Texas), four representatives. W. Plunkett, Little Rock, Ark.; O. Hassell, Oklahoma City, Oklahoma; Fox Platter, Ft. Worth, Texas.

Zone 9 (Washington, Oregon, California), two representatives. Harry A. Beck, Los Angeles, Calif.; Louis Lang, Portland, Ore.

QUINCY FIRM TO OPEN BRANCH IN NEW YORK

York, Pa., April 12.

York is to have another Florida & Georgia tobacco house. Arthur Corry, the well-known tobacco grower of Quincy, Florida, has just closed a lease for the three-story tobacco warehouse at 5 East Clark Avenue.

Mr. Corry is the largest independent grower and packer of Florida and Georgia tobacco. He is also president of The La Violeta Plantation, Inc., which has one holding of thirty-three hundred and fifty acres in Gadsden County, Fla. Mr. Corry is also one of the partners in the new Public Tobacco Warehouse, now being organized in Quincy for bonded storage and packing of Florida & Georgia tobaccos.

Associated with him is H. Edmund Corry, his brother, who will have full charge of the York branch.

In this building they will have ample storage facilities, large light sample rooms; in fact, everything will be right up to the minute. Here the cigar manufacturer can find any grade of Florida & Georgia wrappers, suitable for his particular needs.

News from York

York, Pa., April 13th.

It was reported that H. G. Blasser & Co., 5 E. Clark Avenue, had called a meeting of their creditors on April 6th. Your correspondent called on Mr. Blasser today, but was unable to get any details at this time. Definite news will follow in next issue.

Belvedere Cigar & Tobacco Co., Boundary and Court Avenues, show lots of activity around their place of business getting out shipments. I. H. Lukacher, of this firm, says he has no complaints to make about business, and to see him in his brand new Hudson Coach, we know he is getting his share of trade.

Eugene P. Gillespie, cigar manufacturer, corner N. George and Seventh Avenue, reports his "Primrose" brand going big; many new jobbing accounts taken on since the first of the year on this celebrated 5-cent cigar, which has shown a remarkable growth in sales wherever it is placed.

The Gilt Edge Leaf Tobacco Company have removed their office and salesroom from the third floor to the second floor of 41 East Market Street.

S. L. Etter & Son, 129 North George Street, are jobbers of the "Aristocrat" cigar. Sam Etter, of this firm, is the daddy of the brand "Aristocrat," having placed it on the market several years ago and it being his special pet brand, the quality and price of "Aristocrat" remained the same all through the trying war times—always the same 10-cent smoke. Sam says it pays to stick to quality.

C. H. Stallman & Son, jobbers, cigars and tobacco, No. 17 West Clark Avenue, report that business with them is just a bit brighter; especially is the demand growing for a real nickel cigar of merit and that the smoker is asking for quality cigars for 5 cents.

City Leaf Tobacco Company (Max Kalish), No. 106 West Gas Avenue, report business improving with them and that they are very busy packing their 1921 crop Pennsylvania at their Lancaster warehouse, No. 110 West Walnut Street. A. M. Shepp is in charge of the Lancaster branch.

Joe Weddeles, of the Max Weddeles Tobacco Company, Quincy, Fla., spent several days with this firm's representative, W. L. Toomey, No. 200 West Market Street. He states that they had effected some very good sales on Florida wrappers. While in this office we met the father of W. L. Toomey, Z. B. Toomey, one of our pioneer cigar manufacturers of York County, who just celebrated his seventy-seventh birthday anniversary; he still enjoys listening to the usual jokes and stories, handed out by the boys of the tobacco fraternity, whenever they get together.

H. O. Toomey, of The G. & T. Cigar Co., with offices at No. 200 West Market Street, reports increasing sales on their various brands handled.

Jos. Schwartz, cigar broker of Cleveland, was visiting his York County factories and reports favorable business conditions.

Pfaltzgraff Bros., leaf tobacco, 27-33 Jefferson Avenue, are showing some very fine resweated Pennsylvania tops for binder purposes. This house also makes a specialty in Connecticut tobaccos.

B. M. Hannigan, of The East Prospect Cigar Company, says his new brand "Havana Fives," a Sumatra wrapped cigar, also the "Airedales" cigar, are selling fast and repeat orders keeping up fine.

E. W. Leik, Yorkana Cigar Company, reports trade moving along nicely; more especially on his brand "Red Ball" 5-cent cigar.

A. E. Wallick, of the Consolidated Cigar Manufacturers, returned from an extended Southern trip, placing the "Aristocrat" 10-cent cigar, made by C. E. Barr & Sons, of Harrisburg. He also opened some good accounts on the "Cabin Home" 5-cent cigar. The "Cabin Home" brand is packed in a very unique box, shaped like the old style cabins seen so often in the South; it should sell well in that territory.

JAY BEE.

A CIGAR AND TOBACCO WEEK

A Cigar and Tobacco week under the auspices of the Cincinnati Cigar and Tobacco Association begins at the close of Lent and ends on April 22d.

The association has accepted The Cincinnati Commercial Tribune's energetic plan to promote this work and get up a special supplement for this occasion. The Cincinnati Cigar and Tobacco Association has given The Cincinnati Commercial Tribune $100 in cash to be given away during Cigar and Tobacco Week in prizes for the best solution to the puzzle slogan pertaining to Cigar and Tobacco Week.

The National Cigar Box Manufacturers' Association at their annual business meeting held in Cincinnati last February voted a prize of $50 for the best window trimmed with cigars packed exclusively in wooden boxes.

Prominent judges have been selected from the Allied Industries.

Each day of Cigar and Tobacco Week will have something of importance in the way of reading matter to interest the public. The first day, April 15, Internal Revenue story; in regard to the importance of the great cigar and tobacco industry of the First District of Ohio.

The second day, Monday, April 17, write-up of burley and seed tobacco market, also the loose leaf warehouses of Covington, Ky. Inviting the buyers and shippers and the public to attend said special sale to be held there and inspection of said warehouse. This sale starts on Tuesday of each week.

The third day, Tuesday, April 18, write-up and inspection of the chewing and smoking tobacco industries in Cincinnati and Covington, Ky. The public is invited to inspect these plants during Cigar and Tobacco Week.

The fourth day, Wednesday, April 19, write-up and inspection by the public of the large cigar manufacturing plants of Cincinnati.

The fifth day, Thursday, April 20, write-up and inspection of the manufacturers of special machinery, cigar molds, cigar cutters, lighters, novelties and cigar and tobacco flavors.

The sixth day, April 21, write-up and inspection of cigar wood box manufacturers, lithograph manufacturing plants, cigar paper box manufacturers, tin can manufacturers, cigar box lumber dealers and pipe manufacturers and cigar novelties.

The seventh day, April 22, write-up of the wholesale cigar and tobacco jobbers.

MANUEL PEREZ COMES TO TOWN

Manuel Perez, of the celebrated house of Marcelino Perez & Co., of Tampa and New York, delighted some of his friends in the Quaker City last week when he came to town with a pocket full of "Tuval" cigars.

DETROIT

Employment in Detroit Double That of One Year Ago—Vice-President Coolidge Guest of Honor Last Week—"Doc" Rosebro Back Home With Pocket Full of Orders for "Las Vegas"—President Thatcher of American Box Supply, Returns From Successful Trip—Manufacturers of "El Moro" Cigar to Build New Factory to Supply Added Demand for Brand

Detroit, Mich., April 10th, 1922.

Generally speaking, business is showing marked improvement and the word "normal" might be well applied to the situation as it exists today. Employment is double that of one year ago. Figures furnished by the Employers' Association and the Department of Labor at Washington show Detroit is leading the country in returning workers on the various payrolls. These thousands of employees returning to work are proving a great stimulus to Detroit retail business.

Hundreds of sales people and clerks have been added to the forces of the downtown stores during the last two weeks.

Conventions which have been booked for Detroit this year will bring more than 250,000 delegates to the city, and this too, is proving a stimulus to the retail trade.

The Detroit Cigar Manufacturers are reported to be working to full capacity and are behind on orders, express shipments are demanded by many out-of-town distributors, retailers in the city report business as "picking up," the summer weather for the last week has helped a lot. The "open door" attracts the customers, which always is a great magnet to bring them in for their favorite smokes.

Virtually all industries and every state of the United States have spokesmen on the completed program announced Saturday for the national spring convention of the Society of Industrial Engineers which meets here April 26, 27 and 28 to discuss ways by which the profession may increase the earnings of both capital and labor. The sessions bring to the city the scientific matter of the nation's industrial life, and will take up every angle of manufacturing from the bench to the directors' room.

Hon. Calvin Coolidge, vice-president of the United States, was the guest of honor to the city of Detroit last week. He visited the Dodge Brothers factory. Interested, but silent, he passed from one department to the other, maintaining an almost unbroken silence, as he is noted as a "man of few words." At the final assembly line he spoke—a single word, "Wonderful," as he saw complete cars rolling off the line under their own power, at the rate of more than 600 a day.

R. A. ("Billy") Burke, the "Melachrino" ambassador of the Tobacco Products Corporation, has been rusticating in the city of Detroit for a few days. To say "Billy" is a Beau Brummel is expressing it mildly, for he was there with the new spring suit, top piece, spats and everything that go with it. If the ponies had been running on the other side of the river, "Billy" would sure have been taken for a plunger or one of the "regulars" as that checked suit of his was a knockout. Outside of that "Billy" says Melachrino" cigarettes are the greatest smoke in the world, and that the brand is showing a fine increase all over the country.

Grommes & Elson, Chicago, have taken on the famous line of "Las Vegas" cigars (F. Vega & Co., Detroit), for distribution in Illinois, Indiana and Wisconsin.

William Best and Richard Bondy of the General Cigar Company, were recent visitors to the city of Detroit.

Reed Estabrook, of Estabrook & Eaton, Boston, Mass., called on the Detroit Clubs and the principal retailers this week.

Herman Goldsmith (Samuel Gordon), New York City, "The Pipe House of Quality," has been with us for a few days; Herman says "Am doing a nice business and the repeat orders are great, because the merchants recognize pipes of quality."

W. W. Rosebro, president of F. Vega & Co., manufacturers of "Las Vegas" cigars, has returned from a very successful trip to points west. "Doc" says "Las Vegas" are showing great speed in every section of the country, and that the jobbers are repeating, and placing standing orders for weekly shipments.

Jacob Labe, representing the Havana department of H. Duys & Co., New York City, called on the Detroit manufacturers this week.

John B. Thatcher, president, American Box Supply Company, has returned from a ten days' trip to points in the east. J. B. says "business was very good, and this short trip was very successful."

T. R. Stonebraker, of A. Quandt & Co., who has been on the sick list for several weeks, is able to be out again, and feeling very much better.

"Thirty Years' Quarrel Ends in Wedlock," is the headline over a story from Kalamazoo. And they lived "quarrelsomely" ever after.

"One Eleven" cigarettes, retailing at ten cents for fifteen, are making good progress here and are very popular with Detroit smokers.

The "El Dallo" Smoke-Up, Wertheimer Bros., monthly issue, arrived this week, and it's some lively little pamphlet and should be read by everyone interested in the cigar business. "El Dallo" cigars are distributed on this market by J. L. Marcero & Co.

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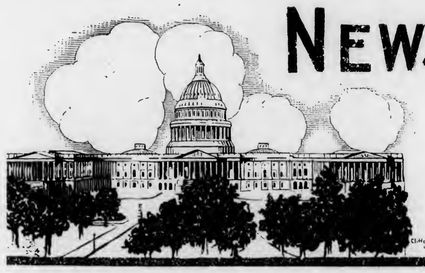


NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REPRESENTATIVE GEORGE L. GRAHAM, of Pennsylvania, recently presented to members of the Senate the protests of the cigar manufacturers of his State against the proposed increase in the tariff on wrapper tobacco. The manufacturers advocated the retention of the rate of $1.85 per pound under existing law.

"We understand that the Senate Finance Committee has been informed by the growers of shade grown tobacco that the manufacturers using Sumatra tobacco could easily add 65 cents to 75 cents per pound duty to the cost of their cigars without increasing the prices and we want to state to you that it would be absolutely out of the question for us to pay any increase for Sumatra tobacco and not increase the price of cigars," the manufacturers declared.

"If any increase on duty is added, the manufacturers will not be able to stand it without increasing the price of cigars and the general trend of prices at the present time is down and not up.

"We also want to call you attention to the seriousness of this increase in connection with the loss of money it would mean to the Government and it would assist no one but the growers of Connecticut and domestic tobacco. We fully realize that in one sense of the word this increase would assist the home trade, but on the other hand the Government would lose the enormous amount of money which it is getting at the present time for the duty which the manufacturers are paying on the imported Sumatra tobacco.

"If this raise were to take effect, naturally the manufacturers of popular price cigars would be obliged to change their wrappers and give the consumer either an inferior tobacco or use the Connecticut shade grown. If they used an inferior tobacco it would, of course, deprive the smoker of popular-priced goods of a first-class smoke at a popular price and, on the other hand, if a bill of this kind goes through and the manufacturers are obliged to use shade grown and other domestic wrappers, the growers of this class of tobacco would have everything their own way and could increase the price of their product to such an extent that it would be impossible for the manufacturers to give a good cigar at a fair price.

"We feel that if the duty is left at the old rate of $1.85 per pound it would enable us to make the popular-price cigars at a better figure and, in view of the downward trend of prices, would be a big assistance to the manufacturers and, in meeting these lower-price demands, it would increase the sale of this class of cigars and would, therefore, mean a considerable amount of money which the manufacturer would pay to the Government over present payments more than he would pay under an increase in the rate of duty."

The creation of a joint committee of Senators and Representatives, which would investigate the activities of trade associations and provide proper relief in order that such organizations could continue to function, is provided for in a joint resolution introduced in the Senate by Senator Edge, of New Jersey, who has also introduced a bill covering the same subject which will be held in abeyance until the proposed committee completes its work.

The decisions recently handed down by the Supreme Court dealing with this subject, pointed out Senator Edge in discussing his resolution, have had a tendency to confuse industry, and at the present time trade associations hesitate to proceed in any direction, which greatly retards industrial development and is a situation demanding proper relief.

"My main thought in introducing the bill at this time," said the Senator, "was to give the committee a definite plan to consider while searching for a solution of the problem.

"The policy of the present Congress in this direction has been well demonstrated through the legislation already enacted authorizing co-operative marketing by agricultural associations. This legislation received practically the unanimous support of Congress and if a method can be devised which will give industry a similar opportunity and still prevent monopoly and restraint of trade as already prohibited under existing statutes, Congress will certainly be contributing towards the solution of existing economical ills.

"These are days of necessary business organization in order to cut overhead, and assist in minimizing costs of production and distribution. To accomplish this, co-operation, of course, is essential and necessary. The distinction between monopoly and illegal restraint of trade, and co-operation which should lower costs to the consuming public and thus encourage activity in markets, should be clearly defined and in my judgment, can be. Certainly the present situation is intolerable and must be remedied.

"If the committee is authorized, I believe concentrated study of the subject will result in legislation which will not only have the force of public opinion back of it, but members of each House will, through their service on the committee, be that much more familiar with and interested in the subject, which is important in order to secure final affirmative action."

Tariff Bill Suffers Changes in Senate

Washington, D. C., March 11, 1922.

BEARING out predictions that the Senate would not consider a tariff based upon the American valuation plan, the Senate finance committee has submitted its revision of the tariff bill passed by the House last July, in which all ad valorem rates are based upon the present system of foreign valuation of imports.

In order to afford approximately the same protection under the present system as would be given American manufacturers under the American valuation plan in the House measure, however, the Senate committee made considerable increases in the ad valorem rates, making them, in many instances, 50 per cent. or more higher than the rates in the House bill.

The Senate bill offers further protection against unfair competition of foreign products by provisions authorizing the President to increase or reduce duties under certain conditions. These provisions, inserted by the committee in accordance with the desires of the President, stipulate that, whenever the President upon investigation of the differences in conditions of competition in trade in American markets of articles wholly or in part the growth or product of the United States and of like or similar articles wholly or in part the growth or product of competing foreign countries, shall find that the duties fixed in this law do not equalize the differences in conditions of competition in trade, he may investigate and ascertain such differences and proclaim changes in classifications or forms of duty or increases or decreases in any rate necessary to equalize the differences in conditions of competion. The only restriction placed on this authority is that the total increase or decrease of any rate shall not exceed fifty per cent. of the basic rate specified in the bill.

It is further provided that in cases where it is shown that an American industry is being or likely to be materially injured by reason of the importation of foreign merchandise, and it is found that the method by which the foreign valuation is arrived at does not afford a certain basis for the assessment of the particular duties, the President may issue a proclamation that the ad valorem duty or duty based in whole or in part upon the value of the imported article in the country of exportation shall thereafter be based upon the American selling price of the comparable domestic article. The American selling price, as used in this connection, is defined as the price, including the cost of all containers and coverings and all other costs, charges and expenses incident to placing the merchandise in condition packed ready for delivery, at which such article is freely offered for sale to all purchasers in the principal markets of the United States in the ordinary course of trade and in the usual quantities and the price that the manufacturer, producer or owner would have received and was willing to receive for such merchandise when sold in the ordinary course of trade and in the usual wholesale quantities, at the time of exportation of the imported article. The ad valorem rate of duty based upon such American selling price is the rate found upon investigation as necessary to equalize the differences in conditions of competition.

The Senate draft of the measure provides that the value of imported merchandise shall be the foreign value or the export value, whichever is higher; or if neither foreign nor export value can be satisfactorily ascertained, or if the merchandise is not freely offered for sale in the open market of the country of exportation, the United States value shall be taken. If this cannot be ascertained, the cost of production shall be taken.

The foreign value is defined as the price at the time of exportation at which such or similar merchandise is freely offered for sale to all purchasers in the principal markets of the country from which exported, in the usual wholesale quantities and in the ordinary course of trade, including the cost of all containers and coverings, and all other costs, charges and expenses incident to placing the merchandise in condition, packed ready for shipment to the United States.

The export value is the price, at the time of exportation, at which such or similar merchandise is freely offered for sale in the country of export, for exportation to the United States, plus the cost of containers and coverings and other charges, less the amount, if any, included in such price, attributable to any additional costs, charges and expenses, and American import duties, incident to bringing the merchandise to this country, plus, if not included in the price, any export tax imposed by the country of exportation.

The United States value is the price at which such or similar imported merchandise is offered for sale, in the principal markets of this country, to all purchasers at the time of export, with allowance made for duty, cost of transportation and insurance, and other necessary expenses from the place of shipment to the place of delivery, a commission not exceeding six per cent. or profits not to exceed eight per cent. and an allowance for general expenses, not to exceed eight per cent.

The only changes of any note in Schedule 6—Tobacco and Manufactures of—were in paragraph 601, where the amount of wrapper tobacco mixed with filler tobacco which brought the mixture within the scope of the wrapper tobacco rate was reduced from 50 per cent., as in the House bill, to 35 per cent., and the rates on wrapper tobacco were increased from $2.10 per pound on unstemmed and $2.75 per pound on stemmed, as in the House bill, to $2.35 and $3 per pound, respectively. The rate on unstemmed filler tobacco was reduced from 45 to 35 cents per pound, and on stemmed from 60 to 50 cents.

In paragraph 603 the Senate committee reduced the rate on scrap tobacco from 55 to 35 cents per pound.

The rate on cigarette and cigar holders, pipes, mouthpieces, etc., cigarette papers and parts and all smokers' articles not otherwise provided for in paragraph 1452 was increased from 45 to 60 per cent. ad valorem, and the committee included in this paragraph crude or unmanufactured meerschaum, at twenty per cent. ad valorem.

Following is a comparison, in parallel columns, of the rates in the Senate bill with those of interest to the trade in the House bill and in the tariff acts of 1909 and 1913:

(*See Pages 14 and 15*)

Senate Bill

PARAGRAPH 601. Wrapper tobacco, and filler tobacco when mixed or packed with more than 35 per centum of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $2.35 per pound; if stemmed, $3 per pound; filler tobacco not specially provided for, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound.

PARAGRAPH 602. The term "wrapper tobacco" as used in this title means that quality of leaf tobacco which has the requisite color, texture, and burn, and is of sufficient size for cigar wrappers, and the term "filler tobacco" means all other leaf tobacco. Collectors of customs shall permit entry to be made, under rules and regulations to be prescribed by the Secretary of the Treasury, of any leaf tobacco when the invoices of the same shall specify in detail the character of such tobacco, whether wrapper or filler, its origin and quality. In the examination for classification of any imported leaf tobacco, at least one bale, box, or package in every ten, and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box, or package.

PARAGRAPH 603. All other tobacco, manufactured or unmanufactured, not specially provided for, 55 cents per pound; scrap tobacco, 35 cents per pound.

PARAGRAPH 604. Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, and tobacco stems, cut, ground, or pulverized, 55 cents per pound.

PARAGRAPH 605. Cigars, cigarettes, cheroots of all kinds, $4.50 per pound and 25 per centum ad valorem, and paper cigars and cigarettes, including wrappers, shall be subject to the same duties as are herein imposed upon cigars.

PARAGRAPH 1452. Pipes and smokers' articles: Common tobacco pipes and pipe bowls made wholly of clay, valued at not more than 40 cents per gross, 15 cents per gross; valued at more than 40 cents per gross, 45 per centum ad valorem; pipe bowls commercially known as stummels; pipes, cigar and cigarette holders, not specially provided for, and mouthpieces for pipes, cigar and cigarette holders, all the foregoing of whatever material composed, and in whatever condition of manufacture, whether wholly or partly finished, or whether bored or unbored; pouches for chewing or smoking tobacco, cases suitable for pipes, cigar and cigarette holders, finished or partly finished; cigarette books, cigarette-book covers, cigarette paper in all forms, except cork paper; and all smokers' articles whatsoever, and parts thereof, finished or unfinished, not specially provided for, of whatever material composed, except china, porcelain, parian, bisque, earthen or stone ware, 60 per centum ad valorem; meerschaum, crude or unmanufactured, 20 per centum ad valorem.

House Bill

PARAGRAPH 601. Wrapper tobacco, and filler tobacco when mixed or packed with more than 50 per centum of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $2.10 per pound; if stemmed, $2.75 per pound; filler tobacco of the kind known as Turkish, $1 per pound; filler tobacco, not specially provided for, if unstemmed, 45 cents per pound; if stemmed, 60 cents per pounds; Provided, That filler tobacco, not specially provided for, commonly used without removing the stem, shall be subject to the same duty as stemmed.

PARAGRAPH 602. The term "wrapper tobacco" as used in this title means that quality of leaf tobacco which has the requisite color, texture and burn, and is of sufficient size for cigar wrappers, and the term "filler tobacco" means all other leaf tobacco. Collectors of customs shall permit entry to be made, under rules and regulations to be prescribed by the Secretary of the Treasury, of any leaf tobacco when the invoices of the same shall specify in detail the character of such tobacco, whether wrapper or filler, its origin and quality. In the examination for classification of any imported leaf tobacco, at least one bale, box, or package in every ten, and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box or package.

PARAGRAPH 603. All other tobacco, manufactured or unmanufactured, including scrap tobacco, not specially provided for, 55 cents per pound.

PARAGRAPH 604. Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, and tobacco stems, cut, ground, or pulverized, 55 cents per pound.

PARAGRAPH 605. Cigars, cigarettes, cheroots of all kinds, $4.50 per pound and 25 per centum ad valorem, and paper cigars and cigarettes, including wrappers, shall be subject to the same duties as are herein imposed upon cigars.

PARAGRAPH 1452. Pipes and smokers' articles: Common tobacco pipes and pipe bowls made wholly of clay, valued at not more than 40 cents per gross, 15 cents per gross; valued at more than 40 cents per gross, 45 per centum ad valorem; pipe bowls commercially known as stummels; pipes, cigar and cigarette holders, and mouthpieces for pipes, cigar and cigarette holders, all the foregoing of whatever material composed, and in whatever condition of manufacture, whether wholly or partly finished, or whether bored or unbored; pouches for chewing or smoking tobacco, cases suitable for pipes, cigar and cigarette holders, finished or partly finished; cigarette books, cigarette-book covers, cigarette paper in all forms, except cork paper; and all smokers' articles whatsoever, and parts thereof, finished or unfinished, not specially provided for, of whatever material composed, except china, porcelain, parian, bisque, earthen or stone ware, 45 per centum ad valorem.

Act of 1909

PARAGRAPH 220. Wrapper tobacco, and filler tobacco when mixed or packed with more than 15 per centum of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $1.85 per pound; if stemmed, $2.50 per pound; (no corresponding provision; see filler tobacco below for dutiable status); filler tobacco, not specially provided for in this section, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound.

PARAGRAPH 221. The term wrapper tobacco as used in this section means that quality of leaf tobacco which is suitable for cigar wrappers, and the term filler tobacco means all other leaf tobacco. Collectors of customs shall not permit entry to be made, except under regulations to be prescribed by the Secretary of the Treasury, of any leaf tobacco, unless the invoices of the same shall specify in detail the character of such tobacco; whether wrapper or filler, its origin and quality. In the examination for classification of any imported leaf tobacco, at least one bale, box, or package in every ten, and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box, or package.

PARAGRAPH 222. All other tobacco manufactured or unmnufactured, not specially provided for in this section, and scrap tobacco, 55 cents per pound.

PARAGRAPH 223. Snuff and snuff flour, manufactured or tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, 55 cents per pound.

PARAGRAPH 696. Tobacco stems. (Free.)

PARAGRAPH 224. Cigars, cigarettes, cheroots of al kinds, $4.50 per pound and 25 per centum ad valorem, and paper cigars and cigarettes, including wrappers, shall be subject to the same duties as are herein imposed upon cigars.

PARAGRAPH 475. Pipes and smokers' articles: Common tobacco pipes and pipe bowls made wholly of clay, valued at not more than 40 cents per gross, 15 cents per gross; other tobacco pipes and pipe bowls of clay, 50 cents per gross and 25 per centum ad valorem.

PARAGRAPH 475. Pipe bowls of whatever material composed, 60 per centum ad valorem.

PARAGRAPH 475. Other pipes of whatever material composed, 60 per centum ad valorem.

PARAGRAPH 475. All smokers' articles whatsoever, not specially provided for in this section, including pouches for smoking or chewing tobacco, 60 per centum ad valorem.

PARAGRAPH 475. All smokers' articles whatsoever, not specially provided for in this section, including cigarette books, cigarette-book covers and cigarette paper in all forms, 60 per centum ad valorem.

PARAGRAPH 475. All smokers' articles whatsoever not specially provided for in this section, 60 per centum ad valorem.

Act of 1913

PARAGRAPH 181. Wrapper tobacco and filler tobacco when mixed or packed with more than 15 per centum of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $1.85 per pound; if stemmed, $2.50 per pound (no corresponding provision; see filler tobacco below for dutiable statute); filler tobacco, not specially provided for in this section, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound.

PARAGRAPH 182. The term wrapper tobacco as used in this section means that quality of leaf tobacco which has the requisite color, texture, and burn, and is of sufficient size for cigar wrappers, and the term filler tobacco means all other leaf tobacco. Collectors of customs shall not permit entry to be made, except under regulations to be prescribed by the Secretary of the Treasury, of any leaf tobacco, unless the invoices of the same shall specify in detail the character of such tobacco, whether wrapper or filler, its origin and quality. In the examination for classification of any imported leaf tobacco, at least one bale, box, or package in every ten, and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box, or package.

PARAGRAPH 183. All other tobacco, manufactured or unmanufactured, not specially provided for in this section, 55 cents per pound; scrap tobacco, 35 cents per pound.

PARAGRAPH 184. Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, 55 cents per pound.

PARAGRAPH 632. Tobacco stems. (Free.)

PARAGRAPH 185. Cigars, cigarettes, cheroots of all kinds, $4.50 per pound and 25 per centum ad valorem, and paper cigars and cigarettes, including wrappers, shall be subject to the same duties as are herein imposed upon cigars.

PARAGRAPH 381. Pipes and smokers' articles: Common tobacco pipes and pipe bowls made wholly of clay, 25 per centum ad valorem.

PARAGRAPH 381. Pipe bowls of whatever material composed, 50 per centum ad valorem.

PARAGRAPH 381. Other pipes of whatever material composed, 50 per centum ad valorem.

PARAGRAPH 356. Articles valued above 20 cents per dozen pieces designed to be worn on apparel or carried on or about or attached to the person, such as and including cigar holders, cigarette holders, and parts thereof finished or unfinished, composed of metal, 60 per centum ad valorem.

PARAGRAPH 381. All smokers' articles whatsoever not specially provided for in this section, including pouches for smoking or chewing tobacco, 50 per centum ad valorem.

PARAGRAPH 381. All smokers' articles whatsoever, not specially provided for in this section, including cigarette books, cigarette book covers, and cigarette paper in all forms, except cork paper, 50 per centum ad valorem.

PARAGRAPH 381. All smokers' articles whatsoever, not specially provided for in this section, 50 per centum ad valorem.

Smoker's Tastes Differ!

That's why there are different Bayuk Cigars and each exemplifies the Bayuk famous standard of quality:—

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York: 119 Lafayette St., Phone Franklin 3166

PRINCE HAMLET CHARLES THOMSON
PHILADELPHIA HAND MADE
MAPACUBA HAVANA RIBBON

Smoke

C. H. S. CIGARS

The Best

5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

H. S. MOORHEAD OPPOSES PRICE-CUTTING

H. S. Moorhead, of the renowned house of Duncan & Moorhead, expresses the opinion that unless the jobbers co-operate in fighting more effectively the present disasterous price-cutting situation, something more serious may result in the near future. He is not overly optimistic concerning the outlook.

About Town With F. A. T.

Fred Brown, manager of the New York office of Bayuk Bros. Co., is confined at his home for the present with illness.

Yahn & McDonnell report that the local trade while showing little renewed activity is at least holding its own.

Through the efforts of C. D. Heath, Morris D. Neumann & Co., are opening numerous accounts on their "El Moriso" in Pennsylvania.

At the Sobo Cigar Company, Mr. Stewart expresses keen dissatisfaction with present conditions, which he considers far from normal.

The Liberman Manufacturing Company has recently acquired the one-story building at Twentieth Street and Allegheny Avenue and will occupy the new quarters as soon as alterations are complete.

Yahn & McDonnell are featuring the "Della Casa" brand in both their Widener Building store and the stand at Fourth and Sansom. The brand is made locally by the El Predomino Cigar Company.

Louis Halpern of the Halpern Cigar Company, believes that if the United States will cancel all war debts against the European nations that conditions in general and especially in the cigar business will reach normal.

J. Baum, president of the Jersey City Tobacco Company, was a recent visitor at the offices of Bayuk Bros. Co. He states that "Mapacuba" is duplicating splendidly in his territory and that the missionary work is reacting most favorably.

H. L. Bush, factory representative of the Liberman Manufacturing Company, returned home on Wednesday after a successful southern trip. During his three months absence he called on the trade in Key West, Tampa and Jacksonville, among other cities.

The big local campaign on "Charles Thompson" 5-cent cigar, created tremendous interest with its street publicity through the use of motor cars. All of the delivery cars were recently redecorated to feature the "Charles Thompson."

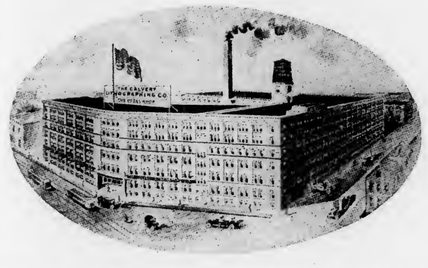
Mr. Peacock, the genial head of the firm of Herbert D. Shivers, Inc., concludes that the smoker is looking for cheaper goods but at the same time wants a better quality. He thinks that the import duties will prove an important factor in the future of good business.

Perfect Lithography

Made in "The Model Shop"

Established 1861

STABILITY RELIABILITY



CIGAR BANDS OF BETTER QUALITY—Guaranteed to give 100% satisfaction. With our complete equipment we can take care of a large volume of business.

CIGAR LABELS—New designs with registered title, ready for immediate delivery, constantly on hand.

SPECIAL DESIGNS—furnished upon request. SHOW CARDS—CUTOUTS—ADVERTISING.

Exclusive Selling Agents for Cigar Label Department of Calvert Lithographing Company.

EVERYTHING IN ONE PLACE

CIGAR MANUFACTURERS' SUPPLIES

TIN FOIL—Fancy Embossed Patterns—mounted, interleaved or plain, for individual or bundle work, in standard grades. Printing artistically executed.

TIN CANS—Lithographed, Lacquered or Plain. Manufactured by concern specializing in cigar cans. Original makers of the famous one-twentieth round can.

CEDAR LININGS—Exclusive Sales Agents for the popular "Dri-Cut" cedar linings for tin cans. Will not mould, spot or shrink.

POUCHES—Made for one, two and three cigars in multiple strips, or for five cigars individually. A trade-getting economical means of advertising your goods. Prevent breakage.

TISSUE WRAPPERS—Printed in any color and cut to any size desired. Select your own design and same will be reproduced. Prevents drying out and breakage.

BUNCH MACHINE—A low-priced machine which has a capacity of three thousand cigars or more a day. This machine is now making the leading brands of the United States.

PACKING DEVICE—The most improved packing device for round cans; will pack 15,000 a day, or three times what one person can pack.

LET US KNOW YOUR REQUIREMENTS AND WE WILL SEE THAT THEY ARE FILLED PROMPTLY.

Labels for 5 cent Cigars: We have a large quantity of labels on hand for immediate delivery, properly priced for 5 cent cigars.

AMERICAN BOX SUPPLY CO.

2309 RUSSELL STREET : DETROIT, MICH.

Detroit Letter

(*Continued from Page 11*)

At the monthly smoker held for members of Loyalty Lodge No. 488 F. & A. M. and Loyalty Chapter No. 165, "Las Vegas" cigars were selected by W. H. MacDuff (custodian of the smokes), to pass out to his brothers, who pronounced the "Las Vegas" cigar the best they ever had.

J. S. Capen, proprietor of one of Detroit's most successful chain of cigar stores, is rusticating in Atlantic City for a few weeks, on a pleasure trip.

H. M. Burrows, general representative in the state of Ohio, for the Falk Tobacco Company, was a recent visitor to the city of Detroit.

H. O. Webb, western representative for the Delphia Cigar Company, Philadelphia, Pa., manufacturers of "Tedello" cigars, called on the Detroit jobbers and retailers here this week. H. O. has a very wonderful line of cigars which ought to make a hit everywhere.

Claude E. Howell has added another one to his very successful line of cigars, the new one is "Abram Clark," an eight cent, two for fifteen. It's a very attractive package and will no doubt prove a winner.

Norman L. White, formerly of the Old Pontchartrain Hotel cigar stand, is now associated with his old boss, Fred Cooper, at the Normandie Hotel cigar stand.

F. A. Burgess, sales manager for P. Lorillard Company, is with us again looking over conditions in the state. Harry G. Hoyt, state manager, is making the rounds with Mr. Burgess.

Irving Hahn (R. Steinecke Co.), New York City, has been with us for a few days showing his great line of mild Havana cigars. Irving says "business has been good all along the route, so far travelled."

The Pontchartrian League closed its season with three teams tied for first place. On the roll-off the Central Cigar Company's boys won with 2607, Henry the Hatter, second with 2605, and George's Pansies, third with 2563. Annual meeting and election of officers for the season of 1922-1923 will be held at the Cadillac Alleys on April 19th.

Howard & Solon, Jackson, Mich., have taken the distribution of "Judge Gainey" cigars (Norman Bros.) for their city and surrounding territory. "Judge Gainey" cigars are proving a winner with every jobber who is fortunate enough to have this fine brand in their line.

Charles M. Fee has accepted a position with the Harry W. Watson Company, and will specialize on "Bouquet De Paris" cigars, which brand is being placed on this market by his father, Charles H. Fee.

Harry L. Bassett (Mi Lola Cigar Company) has returned to the city from a very successful trip to the western part of the state, in the interest of "Mi Lola" cigars. Harry says "Dame Fortune is smiling kindly and the brand is going over big everywhere."

Miss Gladys Rice, of New York City, is paying a visit to Uncle Fred Cooper, proprietor of the Normandie Hotel cigar stand. Uncle Fred says, he is very proud of his niece, and she is some "Girl." I guess all the cigar salesmen will be regular visitors to see Uncle Fred during the next few weeks.

Richard Thorsch, (Consolidated Cigar Corp.), special representative on "New Bachelor" cigars, has been with us for some time and doing very good work on his brand through his local distributor Claude E. Howell.

Edward Wodiska, (S. H. Furgatch y Ca.), was a recent visitor to Detroit. Edward was showing a wonderful line of samples on "Arrius," "Bouquet de La Ada" and "Vega Del Rey."

Such increasing wide popularity has been gained for the "El Moro" cigar, that interests behind it have decided to build a new factory that will employ 300 persons. The "El Moro" has been in production only three months and in that time has found a ready market. Detroit smokers consume practically the entire production of the local plant. The present factory located at 1367 East High Street, although working to full capacity, has been too small for the output that the trade in Detroit demands.

"Just for luck, Judge," Charles Harris, negro, when arrested had in his hip pocket a patrolman's shield, a rabbit's foot and a pheasant's head—for luck he told the judge.

Charles H. Fee, (M. F. Minden & Co.), has returned from a trip to eastern points in the interest of "Bouquet de Paris" cigars. Charles says "the brand is growing more popular each day with the high-class smokers."

H. Wilson, (Jose Garcia & Co.), Tampa, Fla., was a recent visitor to Detroit.

J. L. Marcero & Co. have added another new one to their line, which is also a product of the Consolidated Cigar Corp., and will no doubt prove a winner, its Sumatra wrapped, Londres shaped, and long filler to retail for 5 cents, "Henry George."

The Tobacco Merchants' Association, through its managing director, has called a conference of jobbers to be held in Washington, D. C., on or about April 25th, to consider instituting proceedings before the Federal Trade Commission to stop ruinous price-cutting and other unfair practices. Hon. Joseph E. Davies, formerly Commissioner of Corporations of the United States, has been retained as counsel.

The Detroit Independent Cigar Dealers' Association expects to take up the matter of price-cutting, etc., with the Federal Trade Commission at a later date, pending developments at the conference which is to be held on the 25th.

Paul F. Alberty, (A. S. Valentine & Son), is doing the city of Detroit with "Abram Clark," a new 8-cent number; Paul is making the rounds with Bill Thornton, star salesman with Claude E. Howell.

Edward W. Klein, (Cortez Cigar Co.), has been with us for a few days looking over trade conditions regarding his brand.

Many prominent and very attractive window displays were seen throughout the city this week, *viz.*: "La Palina," "Webster," "R. G. Dun," "El Producto," "Dutch Masters," "Robert Emmet," "Prince Hamlet," "Mi Lola," "Planco," and various other brands worthy of mention.

It's not too late, no time like the present, send in that subscription for the TOBACCO WORLD. Let it follow you to your summer cottage, where you can enjoy reading it, in the shade of the old apple tree.

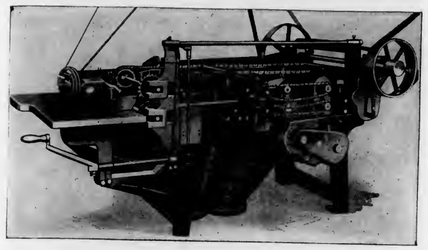
Yours truly,

Mike of Detroit

A SUCCESSFUL STEMMING MACHINE

Removing the stem from tobacco leaf by mechanical means has been one of the most difficult problems in the industry. Once this is accomplished with cigarette tobacco, mechanical devices rapidly produce the cigarette itself.

The Tobacco Stemming Machine Company, of Lynchburg, Va., is now offering a machine which has been tried and proven to be a simple, economical and practical solution of the problem of stemming all grades of tobacco for cigarettes, smoking tobacco, plug tobacco and cigar filler.



The machine is easily operated by unskilled labor, as negro women from among the hand-stemmers usually perform all functions necessary to the running of the machine. One operator is required to untie the bundles, which are run through the butter on an endless belt. Upon passing through this device the leaves are opened and fed into the machine by another operator. One person is also required to strip drop leaves and another to search the strip in order that it may be quite free of stem. In some cases two persons are employed for searching where the strips must be entirely free of any particle of stem.

With four operators this Stemming Machine will perform the work of from 10 to 12 hand-stemmers and it is very significant that manufacturers who have installed these machines are unanimous in declaring that the work is superior in every way to hand-stemming, especially on account of the fact that the yield from every pound of leaf is increased on account of the stems being stripped much cleaner than by hand. One manufacturer now using 100 of these machines, which have been found entirely satisfactory, has stated that the cost of stemming tobacco on this machine, including power and replacements, is less than one-half the cost of stemming by hand.

STRONG CAMPAIGN FOR "HENRY GEORGE"

The Consolidated Cigar Corporation is preparing to place their "Henry" George cigar on the market again in the Middle and Far West. This is an old brand which formerly sold for five cents and it will be revived and sold again as a 5-cent cigar. Large orders have already been booked and the brand will shortly be in the hands of the many jobbing connections which have recently been made for it.

LEO RIEDERS WITH HANOVER CIGAR CO.

Leo Rieders, popular secretary of the Tobacco Salesmen's Association, of New York, is now representing the Hanover Cigar Company, of 223 East Eightieth Street, New York. Their leading brand is "Flor de Gumbal."

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite It is made in the most hygienic manner known to cigar manufacture.

Blackstone
2 for 25c CIGARS Also makers of Totem 5c cigar
WAITT & BOND, Inc., Newark, N. J.

BUSY people these florists just now. Fussing over white carnations to bloom May 14th. It's "Mother's Day," you know, and every one of us will joyfully honor every mother in the land by wearing this symbol.

The candy men are also on the job. They say a symbol is all right, so far as it goes, but it doesn't go far. "Take mother a box of fine bon bons," they say. And their suggestion is a mighty good one.

May 21 is "Dad's Day." I hear nary a word about wearing a flower for Dad, or honoring him in any way. Therefore I utter a loud call to every cigar dealer in the land to see that Dad is pleased, even if not honored.

Now is the time to begin your work. Put a little table in your show window. Cover it with velvet. Place on it a box of fine cigars—nothing else. Have a placard neatly painted, stating that "Dad's Day" is May 24th; that Dad has some traits worthy of honor and esteem, such as paying bills, carrying up coal, and such; that he should be praised and complimented, even if not honored; that this box of cigars will please him mightily and transport him to the seventh heaven of delight. Buy 'em. Present 'em to Dad with a smile, a kiss and loving words. He will walk on air a year, and he will pay the bill for the next new hat without batting an eye.

A great opportunity exists here for cigar dealers to rise to the occasion, to put "Dad's Day" on the map, to bring happiness to a million dads, and to make a lot of profitabe sales.

Get busy.

Address them by their names. Learn the names of your customers, and while waiting on them, manage to say some tactful remark embracing the name of the party you are waiting on.

Don't merely say "good morning" to those to whom you give a verbal salutation, but say "good morning, Mr. Robinson." Particularly should you do those who enter your store at lengthy intervals.

It is surprising what a friendly feeling you evoke in the mind of a man who, seeing you seldom, feels that he is a stranger to you, to hear you address him in a polite and friendly manner by name.

It is the sincerest and most effective compliment you can give him. It gives him a little thrill of pleasure which he will be tempted to have repeated by visiting your store more frequently.

But, you say you cannot remember names and faces, particularly of those whom you seldom see. That is handicap, it is true, but one which you can overcome.

It is a fascinating study to specialize on the art of remembering names and faces. The secret is to note some specialty about every man, and connect it with his name by association. For instance, a man may have a prominent mustache, and his name may be Myers. When you think of him think of mustache, and then of Myers, and it will help you wonderfully in remembering him, even though months may elapse.

Let us view the highlights of tobacco a few moments. It is interesting. The practice originated in America; and it is old, oh, very old. The Mound Builders smoked tobacco—and they lived many thousand years ago.

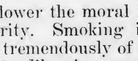
Today its use is world-wide. There isn't a civilized county, island, city, town, village or settlement on the whole face of the globe where smoking isn't practiced. The denizens of the snow plains smoke, the peoples of all the lands of Asia, the equatorial folks, and those living in the far South. All, all seek the calm content and peacefulness which "the leaf" gives its votaries.

Does it injure the health? If used properly none can say it does. If used to excess anything will injure health, even such indispensable things as bread and meat.

Is it useful? It is, friend, it is. It fills a "want" in the scheme of things. Absolute idleness is exhausting, tiresome, nerve-racking, destructive. Every one realizes this without being told; therefore women knit and men smoke.

Does smoking lower the moral tone? No one can say so with authority. Smoking is world-wide, the habit has increased tremendously of late, but the moral tone of mankind steadily rises, and is higher today than ever.

The cigar consumption has remained stationary of recent years. The cigarette demand has increased enormously, and now amounts to sixty billion yearly.



Friend clerk, listen!

Here you are clerking in a dinky little store, with easy duties and a moderate wage. You are dissatisfied. You tell yourself that you've "got something in you." Something worth while. That fate 'aint fair. It 'aint giving you a chance. Therefore you have lost heart, got in a rut and are doing your tasks just so-so.

A dreadful mistake you are making, son. Correct it at once. Do!

(*Continued on Page 22*)

PROSPERITY

In the Cigar Trade is associated with

Stabilized Brands

Wherever the Manila Cigar has been given a chance to go constantly to the consumer at a fair price. Wherever the market for a brand has been kept clean THE MANILA CIGAR has won the good opinion of smokers and has returned MORE PROFIT to its distributors than any other cigar equal in price in the United States.

A STABILIZED MANILA BRAND has paid, is paying, and will pay good dividends.

Conditions today make the opportunity for stabilizing Manila Cigars far more favorable than ever before.

Manila Cigar Factories and their Agents in the United States have come to appreciate fully the advantages of promoting trade on the basis of standard merchandise and staple brand.

Prices have receded to the point where splendid values open wide the door to profitable Manila Business

Greater care in packing and in transporting insures the arrival of fresh shipments in excellent condition.

Factory guarantees to keep the market clean and to protect the BRAND BUILDERS against any possible loss because of damage and deterioration means full co-operation with American jobbers.

Be a Manila Brand Builder!

There's Money In It

LIST OF MANILA BRAND BUILDERS ON REQUEST

MANILA AD. AGENCY, (C. A. Bond, Mgr.)

15 WILLIAM STREET - - NEW YORK, N. Y.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YORK

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice
For a Quarter of
a Century
Two For 15 Cents
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

Business Building

(*Continued from Page 20*)

Tune up. Brace up. Get the joy of life and the keen pleasure of playing the game. Playing it with all your powers. Get enthusiasm. Read. Study. Work. Laugh. Make friends. Dream dreams. Work to bring them true.

You can't be kept down. You just can't. Your boss will increase your pay. Again. Again. And still again. He will make you a partner. You will move to a fine store in the very heart of your town.

You will do a rushing business. You will open up a branch. And another. And another. They will be the finest stores in the town, advertised in the most effective manner, making money in large chunks. And in the evenings as you sit by your fire in happy restfulness you will softly say that this 'aint such a rotten old world after all.

* * *

"Every wide-awake retailer knows in his heart that 1922 is going to be a year of the keenest competition, and he is polishing up his business accordingly." Thus says a writer in a business journal. And thus says every businessman to whom I have talked.

If we should tell the athletic fellows this—that they will have keen competition in their games this year—they would get down to their practice with more energy than ever. They would diligently study the new rules of the game. They would practice with more energy than before. They would put their minds and their hearts in it, and when the season began they would tighten their belts and put forth all their skill, knowledge and energy in the great work of playing a winning game. They sure would.

And how is it with you in the greater game of business?

Are you going to follow the wise example of the athletes? Are you going to wake up from the somewhat free and nonchalant manner in which you have been going?

Are you going to "polish up your business"? Are you going to be more particular, even to the point of crankiness, over the little details which you have felt were "good enough"? Are you going to throw more life and energy and vim and vivacity and enthusiasm in your work? Are you going to develop your personality to the highest?

SIGMUND SLADKUS CELEBRATES GOLDEN WEDDING

Mr. and Mrs. Sigmund Sladkus, of New York, celebrated their golden wedding anniversary on April 2 with a dinner and dance at the Hotel Astor. Three sons and four daughters were all present.

S. Sladkus & Sons is an old and established cigar box manufacturing concern which has been in business about forty years.

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY
IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER
220 ELEVENTH AVE., NEW YORK CITY

ALL TOBACCO FROM PORTO RICO
EITHER IN LEAF OR CIGARS
MUST NOW SHOW ITS EXACT ORIGIN
BY DISPLAYING
GOVERNMENT GUARANTEE STAMPS

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE ·
DEPARTAMENTO · DE · HACIENDA ·
· GUARANTEE · STAMP ·
· ESTAMPA · DE · GARANTIA ·
· CIGARS · MANUFACTURED · IN · PORTO · RICO ·
· CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO ·
WITH · TOBACCO · PRODUCED · IN · PORTO · RICO
CON · TABACO · PRODUCIDO · EN · PUERTO · RICO
MEDIO CENTAVO
HALF OF ONE CENT

CIGARS:
WHITE—Manufactured in P. R. with Tobacco produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other Tobacco.
PINK—Manufactured in P. R. with Tobacco not a product of P. R

TOBACCO:
WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE ·
DEPARTAMENTO · DE · HACIENDA ·
· GUARANTEE · STAMP ·
· ESTAMPA · DE · GARANTIA ·
· CIGARS · MANUFACTURED · IN · PORTO · RICO ·
· CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO ·
WITH · TOBACCO · PRODUCED · IN · PORTO · RICO
CON · TABACO · PRODUCIDO · EN · PUERTO · RICO
MEDIO CENTAVO
HALF OF ONE CENT

WRITE OR CALL FOR INFORMATION ABOUT GUARANTEE STAMPS
GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY
126 MAIDEN LANE J. F. VAZQUEZ, Agent Telephone—John 1379 NEW YORK CITY

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

CIGARETTE MACHINE KNIVES AUTOMATICALLY GROUND ON OUR
NEW MODEL "S-M"
AUTOMATIC KNIFE GRINDER
UNIVERSALLY ADOPTED BY THE LARGEST CIGARETTE MANUFACTURERS
THE KNIFE IS AUTOMATICALLY GUIDED IN ITS REVOLVING MOTION AGAINST THE EMERY WHEEL. RESULT—ECONOMY IN LABOR—A STRAIGHT BEVEL—A TRUE CUTTING EDGE—A PERFECTLY CUT CIGARETTE—A PROLONGED LIFE FOR EACH KNIFE.
WRITE FOR FULL PARTICULARS ON THIS MACHINE AND ON OUR LATEST MODEL.
Cigarette Machines · Auxiliary Machines · Tobacco Stemming Machines · Cigarette Packing Machines
UNITED CIGARETTE MACHINE CO., Inc.
LYNCHBURG, VA., U. S. A.
Canadian Representative GEORGE E. GOLDSTEIN, 310 St. Nicholas Bldg. MONTREAL.
Cuban Representatives LARRAZABAL Y CIA., Calle De Concordia No. 5 HABANA

MATHYS, ZADES & CO.
Exporters of Oriental Leaf Tobaccos
from
MACEDONIA—SMYRNA—GREECE AND THE BLACK SEA
Tobaccos from these districts always in stock at our Antwerp warehouse
Please write for Price List and Samples and compare our prices with the competition.
Head Office ANTWERP Belgium

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100, Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

St. Louis Notes

St. Louis, Mo., April 10, 1922.

WHILE the "drys" may have it elsewhere, St. Louis is soaking wet. The sky is "like Niobe, all tears," today, yesterday, and the day before and the day before, almost *ad infinitum*. Occasionally a day of sunshine permits us to lift up our bedraggled spirits, and gives an upward spurt to business.

West End local dealers report good trade in the tobacco industry.

The Leader Manufacturing Company has recently opened a store at 4904 Delmar, and carries leading standard brands and smokers' requisites.

The General Cigar Co., Inc., is announcing a new price on the "White Owl," a reduction from 9 cents, 3 for 25 cents, to 8 cents, 2 for 15 cents, to go into effect on the 24th. They have also revived the "William Penn," a 5-cent cigar, and this is going over big.

The genial manager at Scruggs, Vandervoort & Barney cigar department reports continued good sales and a general improvement. They are specializing on their "S. V. B." brand, a clear Havana, made at Tampa, Fla.

Bud Fisher, of Mutt and Jeff fame, says, "If there ain't no hell, where did business go to two years ago?" (Huh! And it "ain't never" got back.)

Arthur G. Wiedmann is visiting his family at Kansas City, but will shortly return to the city of his nativity, St. Louis.

Mr. Hahn, of Steinecke & Co., New York, is in town visiting the trade.

Mr. Stief, of Julius Fernbach, Tampa, Fla., is a St. Louis visitor.

Woolf-Wilson have an attractive window display on the "El Sidelo," Tampa cigar, on which they are conducting a special sale.

The United Cigar Store at Seventh and Olive presents a very busy, brisk appearance with the continual influx of customers. Their windows are filled with numerous brands, smokers' novelties, pipes, pouches, etc.

Anheuser-Busch is advertising a new drink called "Grape Bouquet."

And, talking about drinks, it is whispered that the "cup that cheers" and inebriates, as in the "good old days," and delivers a kick that even Friend Maud can't compete with, is still to be found, if one knows the "high sign" and "secret code."

William A. Stickney's, "Chancellor" advertisements are blossoming out all over the city.

Charles W. Schrick, buyer of the cigar department for Stix, Baer & Fuller, has just returned from a trip to Chicago, where he secured the "Solo" cigar from Many Blanc, which they will feature in a sale. Mr. Schrick's department is provided with a very extensive and fine line of attractive novelties, and he caters especially to all of the smokers' needs.

Tribute is due the genial courtesy of the cigar man. Long may he wave, and long may he smile the smile that won't come off.

By the way, while statistics show an appalling decrease in cigars manufactured, the prevailing optimism, smiling countenances and unfurrowed brows indicate a present stable prosperity and confidence in the future.

NOVICIO.

FEBRUARY CIGAR PRODUCTION

April 5, 1922.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February 1922.

Products.	*February* 1921.	*February* 1922.
Cigars (large)—		
Class A .....No.	130,855,758	156,126,428
Class B .....No.	162,516,762	112,481,275
Class C .....No.	187,282,281	169,143,260
Class D .....No.	13,097,216	7,343,622
Class E .....No.	2,972,465	2,131,401
Total	496,724,482	447,225,986
Cigars (small) .....No.	64,461,733	46,430,800
Cigarettes (large) ....No.	3,786,839	656,340
Cigarettes (small) ....No.	4,119,376,533	3,125,819,197
Snuff, manufactured ...lbs.	2,890,206	3,240,117
Tobacco, manufactured lbs.	27,116,329	29,215,614

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands.

Tax-paid products from *Porto Rico* for the month of February.

Products	*February* 1921	*February* 1922
Cigars (large)		
Class A .....No.	697,200	1,521,225
Class B .....No.	376,100	77,975
Class C .....No.	4,337,000	1,222,400
Class D .....No.	201,900	76,500
Class E .....No.	7,500	500
Total	5,619,700	2,898,600
Cigars (small) .....No.	.....	500,000
Cigarettes (large) ....No.	20,000	20,000
Cigarettes (small) ....No.	45,000	.....

Tax-paid products from the *Phillippine Islands* for the month of February.

Products	*February* 1921	*February* 1922
Cigars (large)		
Class A .....No.	2,478,720	7,408,960
Class B .....No.	568,065	370,125
Class C .....No.	84,306	100,801
Class D .....No.	335	75
Class E .....No.	235	25
Total	3,131,661	7,879,986
Cigarettes (large) ....No.	.....	1,000
Cigarettes (small) ....No.	223,850	11,537
Tobacco, manufactured, lbs.	143	180

GROSS SALES OF "UNITED" SLIP

Gross sales reported for the United Cigar Stores Company for March total $6,013,384 as against $6,496,608 for March, 1921. Gross sales for the first quarter of 1922 amount to $16,723,144 as against $18,179,329 for the first quarter in 1921. Some part of this loss is of course due to the lower prices prevailing this year as against the same periods in 1921.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

ARTABAN
MILD HAVANA CIGARS
MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA.

YANKEE BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide
Millions of nationally known brands are now being made in factories equipped with this machine.
The original cost is so small you cannot afford to buy any other machine.
American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

RITENEW:—42,499. For all tobacco products. March 15, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

SEA-CUT:—42,500. For plug, smoking, fine cut and scrap tobacco, snuff and cigarettes. March 1, 1922. Dixie Wholesale Co., Detroit, Mich.

SEA-WAY:—42,501. For plug, smoking, fine cut and scrap tobacco, snuff and cigarettes. March 1, 1922. Dixie Wholesale Co., Detroit, Mich.

CHUKKER:—42,503. For cigars, cigarettes and tobacco. March 24, 1922. Philip Morris & Co., Ltd., Inc., New York City.

PRIMANETTES:—42,509. For cigars and cigarettes. March 30, 1922. Max Schwarz, New York City.

ELDICAR:—42,512. For all tobacco products. February 15, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

PEGGY O'NEIL:—42,513. For cigars, cigarettes and tobacco. March 21, 1922. F. M. Howell & Co., Elmira, N. Y.

EMBASSY CLUB:—42,517. For cigars. November 15, 1921. G. Gershon, New York City.

HARKNESS TOWER:—42,520. For cigars. March 14, 1922. A. S. Leichter, New Haven, Conn.

THE LITTLE TROOPER:—42,521. For cigars. March 30, 1922. Pennsylvania Cigar Co., Lancaster, Pa. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant through mesne transfer from The Imperial Cigar Co., Lancaster, Pa.

CHEBO:—42,522. For cigars. March 30, 1922. Pennsylvania Cigar Co., Lancaster, Pa. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant through mesne transfer from S. R. Moss Cigar Co.

EL CELEBRO:—42,523. For cigars. March 30, 1922. Pennsylvania Cigar Co., Lancaster, Pa. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant through mesne transfer from S. R. Moss Cigar Co.

TRANSFERS

ABRAM CLARK:—23,131 (Tobacco Leaf). Registered April 10, 1902, by American Litho. Co., Chicago, Ill. Transferred to Ibach & Rader, Newmanstown, Pa., and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

ABRAHAM CLARK:—27,483 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 12, 1902, by American Litho. Co., New York City. Transferred to Ibach & Rader, Newmanstown, Pa., and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

GEO. WALTON:—21,506 (Tobacco Leaf). For cigars. And **25,074** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 11, 1901, and July 12, 1901, respectively, by American Litho. Co., Chicago, Ill. Transferred to Ibach & Rader, Newmanstown, Pa., and re-transferred to Ibach & Rader, Inc.

HAVANA FAVORITE:—11,149 (Tobacco Leaf). For cigars. Registered November 22, 1895, by J. K. Pfaltzgraff & Co., York, Pa. Transferred to Ibach & Rader, Newmanstown, Pa., October 2, 1909, and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

AMICUS:—12,926 (Tobacco World). For cigars. Registered April 4, 1900, Ibach & Rader Newmanstown, Pa. Transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

ERL KING:—11,011 (Tobacco Leaf). For cigars. Registered November 1, 1895, by Ibach & Rader, Newmanstown, Pa. Transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

DOLLY HARRIS:—31,204 (Tobacco Leaf), and **31,391** (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 24, 1906, by American Litho. Co., New York City. By various transfers acquired by Ibach & Rader, Newmanstown, Pa., and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

CUBAN PRIDE:—12,363 (Tobacco World). For cigars. Registered July 6, 1898, by Ibach, Rader & Co., Newmanstown, Pa. Transferred by Ibach & Rader to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

RALPH LANE:—32,693 (Tobacco Leaf), and **32,535** (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered January 5, 1907, by American Litho., Co., New York City. By various transfers acquired by Ibach & Rader, Newmanstown, Pa., and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

FLOR DE VIADOR:—6,735 (Trade-Mark Record). For cigars. Registered March 27, 1890, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by American Litho. Co., successors to Geo. S. Harris & Sons, to Ibach & Rader, Inc., Newmanstown, Pa., and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

TARIFA:—15,657 (Trade-Mark Record). For cigars. Registered October 28, 1895, by Guedalia & Co., New York City. Transferred to Maurice Welcher, New York City, and re-transferred to Max Schwarz, New York City, March 22, 1922.

FLOR DE MORROW:—37,201 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered January 18, 1912, by Geo. Schlegel, New York City.. Transferred to Ibach & Rader, Newmanstown, Pa., January 19, 1912, and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

LORD BARTON:—42,016 (Tobacco Merchants' Association). For all tobacco products. Registered February 18, 1921, by Ibach & Rader, Newmanstown, Pa. (The trade-mark claimed to have been in actual use by registrant for about 12 years.) This title was transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

EL MERITO:—41,991 (Tobacco Merchants' Association). For cigars. Registered October 13, 1920, by Varro Cigar Co., Newark, N. J., who claimed to have acquired title through mesne transfers from Boltz-Clymer Cigar Co., who it is claimed had used same for more than 30 years. This title was transferred to Commonwealth Cigar Co., Lancaster, Pa., March 24, 1922.

LA REGIDORA:—17,868 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered June 9, 1897, by Witsch & Schmitt, New York City. Transferred to Ibach & Rader, Newmanstown, Pa., January 10, 1898, and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

EL REGO:—16,988 (Trade-Mark Record). For cigars. Registered August 21, 1896, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to Ibach & Rader, Newmanstown, Pa., May 7, 1898, and re-transferred to Ibach & Rader, Inc., Newmanstown, Pa., March 13, 1922.

ANNUAL ELECTION AT A. T. CO.

On April 5th the annual meeting of the stockholders of the American Tobacco Company was held and the following directors were elected: Frederic M. da Costa, Percival S. Hill, George W. Hill, Thomas W. Harris, Tullis T. Harkrader, Charles S. Keene, James E. Lipscomb, Julius H. Mahler, Arthur C. Mower, Charles F. Neiley, Paul A. Noell, Charles A. Penn and A. L. Sylvester.

At a meeting of the Board of Directors held immediately following the meeting of the stockholders, the following officers were elected for one year: Percival S. Hill, President; George W. Hill, Vice-president; Charles S. Keene, Vice-president; Julius S. Mahler, Vice-president; Charles A. Penn, Vice-president; A. L. Sylvester, Vice-president; Charles F. Neiley, Secretary; Richard J. Boylan, Assistant Secretary; John M. W. Hicks, Treasurer; James B. Harvie, Assistant Treasurer; Frederic M. da Costa, Auditor; Henry P. Cunningham and Allen P. Turner, Assistant Auditors.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owner—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this 31st day of March, 1922.
JOHN J. RUTHERFORD,
(Seal) Notary Public.
My commission expires January 22, 1923.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
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CIGAR LABELS BANDS
American Box Supply Co.
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Corner of Gentiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

OUR
1921 CROP
OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

We invite inspection at our offices, or samples cheerfully forwarded upon application

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

MAY 1, 1922

VOLUME 42 NO. 9

THE TOBACCO WORLD

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GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Where we stand on price-cutting

Many letters and telegrams have reached us from our customers, asking for copies of our letter of March 10th to our Salesmen. We reprint the letter in full herewith.

March 10, 1922.

TO OUR SALESMEN:

This Company has decided not to meet the recent price reduction to $6.80 per thousand on certain competing cigarettes. Instead, we have announced to the trade, as you know, a list price of $7.20 per thousand on CHESTERFIELD and PIEDMONT.

We realize that in spite of your best efforts, this may cost us, temporarily, some loss in volume; but the situation today presents possibilities for such lasting damage to the tobacco business that, for the welfare of the industry, a halt must be called by some one. Despite the sacrifice involved, therefore, we believe it is time for this Company to use all its influence to combat present tendencies. It is important that every salesman fully understand our position, so that he can do his utmost in the vital work of explaining our policy correctly and clearly to the trade.

No industry can continue to prosper unless its every branch—manufacturer, jobber, retailer—can be assured of a living profit. Tobacco history has demonstrated that to make such a profit, the jobber requires a 10% margin and the retailer a 25% margin. Such margins would ordinarily mean a retail selling-price of 17¢ for 20 cigarettes, on the basis of $6.80 list; but it is no secret that these new list prices were made in an effort to have certain brands retail at 15¢.

At this price, the retailer would make, instead of 25%, only 10.3%, unless the jobber shared his loss, in which event the jobber's 10% would be cut perhaps to 5%, perhaps even lower; and on any such margins as these, the cigarette business ceases to be attractive to the better elements in the industry.

It is to combat the present headlong tendency in this direction, that this Company has decided against meeting the $6.80 price. To do so would, we believe, encourage the entire industry to continue the price-cutting contest.

We, therefore, propose to stand on a price basis which allows a fair living profit to ourselves and to our customers. At $7.20 per thousand, CHESTERFIELD and PIEDMONT may profitably be sold at 18¢, for at this price they yield 10% to jobbers and 25% to retailers. On the same basis, competing cigarettes at $6.80 per thousand should retail at 17¢.

The point of this whole letter is that we are not encouraging either jobbers or retailers to give up any part of their profits. We do not ask jobbers to give larger discounts, nor retailers to sell at 15¢. We are not seeking larger volume at the expense of our customers.

With cooperation from the trade, we hope that our policy will help materially to hasten the return of normal price conditions throughout the industry.

LIGGETT & MYERS TOBACCO CO.

To the trade: *Although we desire to have our customers secure normal profits, we must point out that the return of stable price conditions will not be hastened if dealers cut prices on our competitors' brands and maintain prices on our brands alone. Margins of profit, whether reduced or normal, should show no discrimination of this sort; and having demonstrated our desire to give fair treatment, we shall expect and insist upon fair treatment in return.*

Liggett & Myers Tobacco Co.

SHEIP
&
VANDEGRIFT
INCORPORATED
ASA W. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St Philadelphia, Pa.

Dealers
CAN NOW GET
DILL'S BEST
THROUGH ANY
REGULAR
JOBBER
J. G. DILL CO.,
RICHMOND, VA.

CIGAR MANUFACTURERS
ASSOCIATION OF TAMPA

IDENTIFICATION STAMP
This stamp on each box protects the trade
Demand it on your goods
THERE IS BUT ONE TAMPA—JUST AS THERE IS BUT ONE NEW YORK; ONE PARIS; ONE LONDON

Back in the early '80s Tampa was but a small fishing port, but the Grand Old Fathers of our historical industry found that climatic conditions here was the same and equally as favorable as that of Cuba for the manipulation of choice tobaccos into fine cigars.

A few moved here from Key West and even from Havana—others followed—until today TAMPA represents the production of finer cigars just as New York is the acknowledged Money market of the world.

Acquaint your trade
with the Tampa Identification Stamp.
It will show your good faith—react to your benefit.

Branded, not Banded
The Londres Shape

We have no quarrel with the band, no criticism of other shapes. This is the popular Blackstone.

For forty years it has gained favor and maintained quality. Today it is the most hygienically made cigar of its class in the world and sells easily wherever it is established.

Long Havana filler, Sumatra wrapper. Vigorously advertised in newspapers and on the boards.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & N nc., Newark, N. J.

Their Quality has wiped out price distinction in cigarettes

Quality

20
for
15¢

You can't help but like them!

They are DIFFERENT — *They are* GOOD

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY

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Harper & Seneca Streets Detroit, Mich.

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE AT SACRIFICE—"REPLY" CIGAR TRADE-MARK, including Labels, bands, etc. Beautiful Label; 2200 customers. Also considerable factory equipment. For particulars apply to Herman E. Salkowe, 325 Washington Avenue, Philadelphia, Pa.

SALESMAN WANTED

CIGAR SALESMAN—TO REPRESENT US IN ALL STATES East of the Mississippi River. In replying, state what experience you have had with wholesale trade. Address Box 445, care of "Tobacco World."

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

WANTED TO PURCHASE—Discontinued Labels in any quantities. State quantity and price. Address Box 443, care of "Tobacco World."

WANTED—TOBACCO SCRAP MACHINE. Strickler make preferred. Address Box 33, Dallastown, Pa.

The Tobacco World

Established 1881

VOLUME 42 MAY 1, 1922 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY
IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER
220 ELEVENTH AVE., NEW YORK CITY

BUY PORTO RICAN TOBACCO
ACCORDING TO CLASSIFICATION
THE GOVERNMENT GUARANTEES ITS ORIGIN
AND AFFIXES A STAMP FOR YOUR PROTECTION

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
· GUARANTEE · STAMP ·
· ESTAMPA · DE · GARANTIA ·
MEDIO CENTAVO
HALF OF ONE CENT

CIGARS:
WHITE—Manufactured in P. R. with Tobacco produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other Tobacco
PINK—Manufactured in P. R. with Tobacco not a product of P. R.

TOBACCO:
WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

½¢
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INFORMATION ABOUT GUARANTEE STAMPS AND PORTO RICAN TOBACCO AT

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LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

to find what an air of perfection our cigar boxes give to cigars. They are made in so precise a manner and from quality woods that many cigar manufacturers will have no others.

MONROE JARRETT & SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

Webster Cigars
STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Number 9

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 1, 1922 Foreign $3.50

PERSONALITY, the personal equation, counts ever more and more in business. The cultivation of friendly feelings is like the planting of a tree which yields a thousandfold a year in rich and luscious fruit.

A certain newspaper publishes photographs daily of one or more citizens of its city on the occasion of their birthdays.

Wonder if there isn't a thought here for the cigar dealer. Let us chase it down.

Suppose you get a hundred blank cards, and on them write the names of a hundred of your most desirable customers. Suppose from time to time, as opportunity offers, you casually ask the date of the birthdays—never mind the age. Suppose you put this date on the card of each man, and arrange the cards in the order of dates.

Suppose you look over birthday cards at some stationers and find a pretty one with an appropriate verse for men. Suppose you buy one hundred of them, and have printed on them an invitation to call and smoke one of your finest cigars with your compliments. Suppose you watch your list of cards weekly and mail a card and invitation so the party will receive it on his birthday. Suppose you never tell of this system, but let each man believe you carry his birthday in your memory year after year.

Don't you suppose it will strengthen the thread of friendship which draws him to your store? I do. I sure do. Why not try it?

If you are located in a large city it might be good business policy to confine your efforts strictly to your line of tobacco and its accessories.

In this case your title is not that of a general merchant, but a specialist. And this is good.

Specialists, you know are folk who know—or pretend to know—one subject thoroughly. They can tell its history from babyhood to the present. They can name its ancestors and relations, and anything and everything connected therewith.

If you decide to be a specialist on tobacco and its kin then BE a specialist—a cyclopedia, a walking dictionary. Then make use of your profound knowledge to handle just the kinds of goods you should, have an ideal store, a magnetic show window and a super-salesman—perhaps yourself—for clerk.

If you are located in the country it may be wise to be more of a general merchant and handle special lines outside of tobacco. And here is a splendid opportunity for the exercise of a fine and discriminating judgment.

What you want, and must have, for success, is rapid turnovers. That is the whole secret, the keynote, the foundation of success. If you can develop the fine judgment to select a few lines of rapid turnovers, then will your business become exceedingly profitable.

Wouldn't it pay you to have a "clean-up sale"? You would go over your store gathering up the odds and ends of everything—slow-sellers, left-overs, and such. You would rub off the dust and polish them up so they would put their best foot forward. You would look for points of beauty and utility in every line.

You would prepare many price cards with space to say a few catchy words, praising the goods, extoling their price-lowness.

You would prepare a large sign, of many words for your window, stating that you are having a "clean-up sale"; that the goods are first-class in every respect, but they are the odds and ends of larger lots, that they are worth their original price, but you want their room and the money and you have marked them down to subcellar prices for the benefit of the lucky people who buy them.

Don't try and get as much as possible. Try and give as interesting bargains as possible.

(Continued on Page 22)

TAMPA

Veritas Discusses Cost of Cigar Distribution—Building Industry Booming—Committee Will Protest Change in Shipping Cases

Tampa, Fla. April 26, 1922.

IT is the general custom when friends meet together and do not have any particular topic to discuss, to talk about the weather; and such is the position of your correspondent today when awaking in the morning he found the thermometer marking 65 degrees with clear skies and soft breezes. As we are having this kind of weather for the last two weeks, the people feel naturaly inclined towards that lazy state of lassitude described in the Italian language as the "*Dolce far niente.*"

But setting aside the sluggish influence of this Tampa weather, and looking around for something to tell to the readers of THE TOBACCO WORLD, I find that the subject of co-operation in readjustments referred to in my last letter, fails to mention the high cost of distribution brought about by that lack of co-operation.

It is a well known fact, that the fruit growers of California and Florida in the past, have been handicapped by the high cost of distribution, until they organized the Fruit Exchanges and proceeded to place their products on the different markets of the country in a systematic manner; then prosperity succeeded depression, and profit succeeded loss. The fruit is placed where needed, consumption is stimulated by judicious advertising and fair prices, and both producers and consumers are happy.

With the fruit growers' success as an object lesson, it is logical to believe that the cigar industry could greatly improve its depressed condition if the high cost of distribution could be reduced. When it is considered that an average of $20 per thousand cigars in the five-cent class; $25 per thousand in the two-for-fifteen-cent class; $35 per thousand in the ten-cent class, and $40 to $60 per thousand in the higher price sizes stand between the manufacturer and the consumer, it is evident that immense sums of money are wasted by lack of system in the distribution of cigars. And if this is true with the strongest concerns, it is easy to imagine what happens to the small fellow struggling for life.

The trouble with the cigar industry is that the manufacturers have not arrived at the psychological state of mind to think collectively; every one is for himself and what happens to the other follow is not his concern; they do not seem to realize that cigars, like any other commodity, are consumed every day in proportion to the demand, and no measure of cost or sacrifice to force distribution can increase that consumption; but to the contrary, by natural economic law, high cost brings low consumption.

The foregoing may prove good food for reflection to the Cigar Manufacturers' Association of Tampa, which is starting collective action with the use and advertisement of their identification stamp, and as a body, is in good shape to tackle many interesting problems of the cigar industry, which the isolated manufacturer cannot touch.

While the activities of the industry are at a standstill, life activities of Tampa, specially in the building line, are decidedly booming. Aside from the city proper, 200 fine new homes of Spanish style of architecture, at an average cost of $5000 per house, or a total minimum cost of $1,000,000 are to be built on the villa site of the Temple Terraces Company, to be sold by the development plan.

Charity activities are also notable among the various social and fraternal organizations; the feat of the Tampa League of Woman's Clubs, raising $2000 for the Milk Fund for tubercular babies, by the performance of the "Follies" under their auspices, is one well worth of mention for the fine spirit of devotion displayed by the ladies in charge.

Another act of charitable generosity and one that reflects in bold relief the sterling character of our captains of industry, is the donation of $1000 in a lump sum made by A. L. Cuesta Sr. on behalf of the Firm of Cuesta Rey and Co., manufacturers of Havana cigars, to the building fund of the Children's Home. This donation will give new impetus to the collection of the rest of the money necessary to complete the work of the Home, now under construction, and which, when completed, will cost approximately $105,000, according to the estimate of G. A. Miller, the contractor in charge.

Among the more or less prodigal sons of Tampa wandering throughout the world, who are bound to come home to roost, is Jose Perez, of Marcelino Perez & Co., who will arrive next week from Havana, after having visited New Orleans in a roundabout trip.

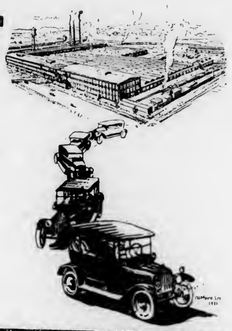
Jose Lozano, of F. Lozano Sons & Co., is another of the absentees, having gone to New York on business, while H. S. Foley holds the fort at the factory.

Frank Diaz, of V. Guerra Diaz & Co., left New York in company of his charming wife, on a combined excursion of business and recreation.

Fernandez Bros. & Co., are busy at their new location, corner 20th St. and 10th Avenue. This firm

(*Continued on Page 21*)

DETROIT



Detroit Independent Cigar Dealers' Association Delay Action on Price-Cutting—Many Blanc & Co. Take on "R. G. Dun" Brand—Emmet Walsh Preparing to Move to New York—Many Fine Cigar Displays About Town

Detroit, Mich., April 27, 1922.

DETROIT wholesalers will attempt to increase their business in Northern Michigan, Ohio and Indiana.

The Wholesalers' Bureau of the Board of Commerce, in connection with the Transportation Bureau and the L. C. L. Traffic Association have been able to better the conditions which formerly operated in the interest of the Chicago wholesaler because of the unfavorable freight rates and lack of transportation facilities in Michigan, covering that territory.

The Detroit Independent Cigar Dealers' Association held a meeting on the 19th inst., and it was decided to defer its general meeting until after the conference of jobbers called for the 25th of April in Washington, when it is anticipated many features of interest and practical suggestions will be offered to its members. Progress in the way of constructive work has been announced by the secretary. From a vast number of correspondents from every branch of the industry, as well as trade journals, are noticed letters of acknowledgment from United States Senators Newberry and Townsend, who have pledged their personal interest and service in the cause for which we are striving—better business methods.

The Detroit Independent Cigar Dealers' Association, defending its suggestion of the possibility of drastic measures as a last resort, if necessary to effect a cure, says in part: "Even as the surgeon has resort to the knife when a malignant disease, a cancerous growth menaces the life of an otherwise healthy body, the practical man of business, with initiative, may resort to the knife to cut out the parasitic, cancerous growth which is eating the vitals and threatening the very life of his entire structure."

The Detroit Retail Druggists' Association is giving valuable aid to the cause, through the columns of its monthly journal.

J. S. Capen, who operates a chain of cigar stands in the leading office buildings in Detroit, has returned from a two weeks' trip to Atlantic City, Philadelphia and New York City. J. S. is looking fine, hale and hearty, with a rosy complexion and says "the trip did him a world of good," he is now ready for the summer rush, and in the pink of condition.

Miss Grace Kelly, of the Recreation Building Cigar Store, is confined to her home seriously ill.

Henry G. Ritter, of the Ritter Cigar Box Co., has opened his new home on Lake St. Clair, which is palatial in every respect. Upon this occasion Mr. Ritter entertained a large number of his friends and business associates.

The "R. G. Dun" cigar, manufactured by the Bernard Schwartz Cigar Corp., has been added by Many, Blanc & Co., for distribution in Chicago and vicinity.

"Girl of 19 Walks 14 Miles in Her Sleep."—Headline. For a Camel?

Bert Johnson is back from Leavenworth, Kan., after a short sojourn; the judge sent him up for a few days only. Nothing that Bert was guilty of, just a trip to accompany a couple of prisoners, so he had a chance to se the inside without being an inmate.

N. J. Rice, (American Cigar Co.), New York City, was a recent visitor to the city of Detroit.

"Las Vegas" cigars are very prominently advertised this week with many very attractive window displays along Woodward Avenue. "Las Vegas" are proving to be a very popular smoke with the consumers and from the reports of the retailers this brand is a winner. The Worth Cigar Co. are the local distributors of "Las Vegas" cigars.

John T. Woodhouse, of John T. Woodhouse & Co., is attending the national conference of jobbers at the New Williard Hotel, Washington, D. C., which was called together by the Tobacco Merchants' Association.

Arthur G. Wiedmann, vice-president of the American Box Supply Co., was a recent visitor to the city of Detroit and is now in the East on a business trip, before returning to St. Louis.

J. M. Ryan, (Ryan & Raphael), Chicago, Ill., called on the Detroit retailers this week in the interest of "Lucius" cigars, which are very popular with the smokers here.

W. M. Simpson, (Pamies, Arango & Co.), St. Augustine, Fla., signed the TOBACCO WORLD registers this week.

Val. G. Keogh, (Preferred Havana Tobacco), has been with us for a few days looking over conditions on his brands. Val. says "business is showing some improvement, and I am optimistic over the outlook for an early revival of old time business." Val. is a reader and subscriber to the TOBACCO WORLD.

(*Continued on Page 10*)

Detroit Letter

R. I. "Bob" Ellis, (Bernard Schwartz Cigar Corp.), has returned from a very successful trip through the West, where he closed up many good accounts for the "R. G. Dun" cigar.

W. W. "Doc" Rosebro, president of F. Vega & Co., manufacturers of the famous "Las Vegas" cigar, is on an extended trip to New York City, Boston, Buffalo and eastern points in the interest of his brand, which is proving a winner everywhere.

J. A. Campbell, president Wadsworth-Campbell Box Co., has returned from a trip to Chicago.

Soper's Cigar Store, in the Dime Bank Building, is the headquarters for base ball tickets, and have the exclusive sale for the advance games, so line up there for your tickets, and you will find your favorite smokes on sale.

Norman Schwartz, vice-president and general manager, and R. O. Brandenburg, secretary and treasurer of the Bernard Schwartz Cigar Corp., have returned from a business trip to Chicago and the Middle West.

I understand that Charles Coombs, vice-president of the Central Cigar Company has the fever, but he is not very ill, it's only the little "golf bug," that's all. They say Charlie has all the various sticks, knickerbockers, cap and everything that goes to make a regular golf player.

Guy Oyster, the brilliant secretary of Samuel Gompers, said to a group of Washington reporters the other day: "French employers argue against the eight-hour law, they say it can't be worked. Well, their arguments, I guess, are about as convincing as Guildenstern's.

"Rosencrantz, a bookkeeper, asked Guildenstern for a raise. Guildenstern was sitting at his desk at the time; he frowned and muttered to himself a minute, then he began to make figures on his blotter with a pencil. 'How long ye been with me, Rosey?' he said at last. 'One year, boss,' said Rosencrantz, the bookkeeper. 'That's 365 days, ain't it?' 'Sure,' 'But ye only work eight hours a day, don't ye?' 'That's right, boss.' 'So the Gospel truth is that ye only work one-third of a year.' Guildenstern figured on his blotter. 'That's 122 days, ain't it?' 'Why, yes, if——' 'If nothing. Work on Sundays?' 'No.' 'Then I take 52 days from 122 leavin' 70 days what you worked last year for me. Am I right, Rosey?' 'Why, er——' 'We're a Jewish firm here, so naturally we don't work on Saturdays. Lemme see—52 from 70—that leaves 18, don't it?' 'Aw, say——' 'How long a vacation did I give you with pay last summer?' 'Two weeks.' 'Two weeks—14 days, 14 from 18 leaves four workin' days to yer credit.' 'Aw——.' 'How many holidays did I give ye? Christmas, New Year's, Thanksgivin' and Fourth of July—that's four, ain't it?' 'Aw——' 'And four from four leaves nothin'. Why, Rosey, ye bluffer, ye don't actually work for me at all, and ye got the noyve to come and ast me for a raise. Get out o' here, darn ye, before I sue ye for the last year's salary what I paid ye for bummin'!' "

Albert Worch, (Kuhles & Stock Co.), St. Paul, Minn. "Just-Rite" cigars, was a recent caller on the Detroit jobbers with his nickel numbers.

Mort Hammer, (E. H. Gato Cigar Co.), made his debut in the city of Detroit a few days ago, this being his first appearance since hooking up with Fred Oakes and the "Cressida" line. Mort was wearing the Cressida Country Club smile and all dolled up in the latest spring regalia, a brown "chapeau" set rakishly on one side of his black locks, and a red rose reposed in the lapel of his coat, he certanly looked like "old man prosperity himself." Mort tells me "business is good with him, and he had no reason to complain of the nice fat order for 'Cressida Country Club' from the Watkins Cigar Co., who feature this line as their leader. While in Detroit, Mort signed the necessary papers for the TOBACCO WORLD.

August Tietig, (Arnold Tietig & Son), Cincinnati, Ohio, was a recent visitor to the city of Detroit, looking over trade conditions.

"Well," remarked Miss Felicia Fewclothes, "I have tried on my new 1922 beach costume, and I don't know whether to name it after George Washington or after Mr. Volstead. It cannot tell a lie, and it's less than one-half of one per cent."

R. R. "Dick" Tobin, (Falk Tobacco Co.), has returned from a ten days' trip throughout the State, where he reports business to be improving and the sale on "Herbert Tareyton" cigarettes to be bigger than ever, the new price of 25 cents per package is proving a winner.

Emmet Walsh, (D. Emil Klein Cigar Co.), who has been making his home in Detroit, expects to move to New York City within the very near future where he will make his home.

Herbert M. Earl, manager of the Watkins Cigar Stores Co., is the proud father of a little daughter, Mary Louise, who was born on April 23, at Harper Hospital. Mother and daughter are doing fine. Cigars! Boys, have you had a smoke on the happy Dad?

Charles Bobrow and O. Lee Myers, of Bobrow Bros., Inc., Philadelphia, Pa., "Topic" and "Bold" cigars, were recently in the City of Detroit looking over trade conditions and conferring with their distributor.

Bill Thornton, the popular sales manager and downtown business-getter for Claude E. Howell, distributors for "Swift," "El Cruzador," "Harvester," etc., has many aliases, "Happy Bill," "Grab Bag Special," "Abe Thornton," etc. Now Bill is springing another one on the boys, "Hav-A-Tampa." I wish he would say "Hav-A-Drink," how about it, Bill?

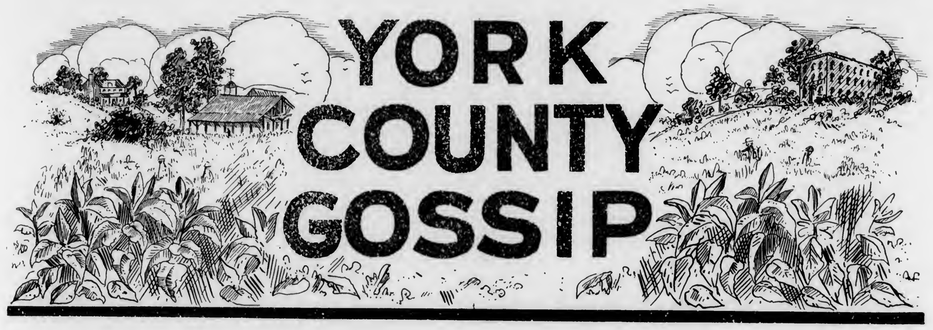
J. F. Finn, of the Phillip Morris Co., is putting on a very strenuous campaign this week on "English Oval" cigarettes and from reports this brand is showing a big increase here. Mr. Finn is being assisted by Messrs. Mahan, Dunn and Kramer, all star salesmen from adjacent territories. Counter displays are one of the main features.

Many very prominent and attractive window displays are to be seen around the city this week, viz.: "Las Vegas," "Webster," "Prince Hamlet," "Robt. Emmet," "La Preferencia," "Mi Lola," "El Producto," "Dutch Master," "Sol Smith-Russell," "Don Antonio," "El Roi-Tan," "Planco," and numerous others worthy of mention.

The TOBACCO WORLD REGISTER is located at the Watkins Cigar Store, David Whitney Building. Sign the dotted line and give us the news, also read the latest copy of the TOBACCO WORLD, which is always on tap.

Yours truly,

Mike of Detroit



York, Pa., April 27, 1922.

J. H. STILES (leaf tobacco) is putting up a very large packing of Connecticut Havana seed at his Connecticut packing house and states that they will not finish until some time in May.

B. A. Shaeffer (leaf tobacco) is moving to the warehouse just vacated by Pennsylvania Tobacco Company, rear of 35-37 West Philadelphia Street.

Chas. F. Smith, York representative American Sumatra Tobacco Company, 161 East Philadelphia Street, said they were about sold out on several grades of wrappers, but have about five hundred bales of fancy lights to offer. He reports business improving.

David Forry Tobacco Company are out with a new brand of chewing tobacco, "Two Toms," which they state is taking well with the trade. This house is the oldest house of its kind in this territory. They make a number of the well known brands, "Tub," "Grape Juice" and others. Harry Strine has charge of the York factory; he states that their business keeps going right along.

W. H. Raab & Son, with factories at Dallastown and York, made one of the largest shipments of cigars last week that has been made for many a week from this section; totaled one and a half million cigars. When most factories were running short-handed and on limited time, Mr. Raab kept right on making cigars; some of the boys wondered why Bill Raab would keep on piling up cigars, but Bill always has faith in his product and has proved it on numerous occasions. If you make a thing with merit, it is sure to sell. Shipments of such volume put more "pep" in the rest of us—makes one think of the good old days, when large orders were plentiful. Their leading brands are "White Lion" and "Rigby's Value," both five-cent cigars.

Standard Rock Cigar Company, Windsor, are makers of "El Rayoso," a five and a half inch blunt ten-cent and two for twenty-five cents. In five-cent goods, their "La Vinda" and "Standard Rock" are their leading brands.

W. H. Snyder & Sons, Windsor, are working full force and orders for their products are coming nicely; this firm operates four factories, Windsor, York, Conrads and Lucky. Their leading brands are "Pollyanna" and "Country Club," five-cent goods. Billie Snyder says they have not lost a day during the quiet spell.

Shearers Drug Store, North George Street, York, have an attractive window display, cigars and cigarettes, with a photo of smiling Joe Keesey, which more than invites the customer in to buy a smoke. Joe is in charge of the Men's Corner and carries in stock a fine line of smokes.

E. M. Weand (Gresh & Sons, Norristown), reports that his orders on "Meditation" cigars are increasing each week and that he is pleased with the future outlook of "Meditation" business.

Windsor Cigar Box Company, Windsor, Pa., state that they notice improvement in their business; also that because of returned shipments of cigars to a number of their customers, which same cigars had been packed in tins, they can see a return to wood boxes as being the most reliable container for cigars taken all in all, for while tins may be best for dry climate states, it doesn't work as well for most states.

Coming up from Windsor the other day your correspondent met J. L. Hearin, of Hearin Leaf Tobacco Company, Quincy, Florida, who said that he had done a nice business on this trip with his line of Florida wrappers. If modesty would permit, would like to repeat what he said about THE TOBACCO WORLD; how he sees it in a great many of the places he calls and that Jay Bee is certainly on the job.

W. H. Falkler & Son, Cottage Place and Mackenzie Street, makers of the "Joe Aldridge," high class ten-cent cigar, are receiving repeat orders right along from their distributors, covering the eastern and middle west states.

B. Ottinger, of B. Ottinger & Co., Quincy, Florida, is calling on the York trade and showing a fine line of fancy light Florida wrappers.

Chas. E. Bowers, Clark and Home Avenues, is nicely settled in his new warehouse and is busy packing 1921 crop Pennsylvania Broad Leaf.

C. G. Willis, general manager of The Keystone Tobacco Company, 33 South Duke Street, says their business is improving; they specialize on Florida wrappers and Pennsylvania tobacco.

W. S. Wanner Company, 2 East Mason Avenue, dealer in Wholesale and Retail Leaf Tobacco.—This house carries a full line of all kinds and grades, imported Sumatra and Havana, and all grades of domestic leaf. Here the smaller manufacturer can have their every need supplied. They carry a goodly supply of 1916, 1917 and 1920 Pennsylvania and Ohio resweated B's and fillers.

Young Bros., York New Salem, say they have been working steady on their "White Bear" five-cent cigar, this being their leading brand.

Daniel Eyster, York New Salem, maker of the "Alloise" five-cent cigar, reports that trade is gradually improving.

(Continued on Page 18)

PHILADELPHIA.

BILLBOARD CAMPAIGN FOR "LA PALINA"

Willis Andruss, sales manager of the Congress Cigar Co., in proud, and justly so, of the splendid increases which are being shown on the sale and distribution of the famous "La Palina" brand.

Mr. Andruss states that at the present time the five factories being operated by the concern are working on full time and yet the company is two million cigars oversold on "La Palina."

The brand now has a thorough distribution from coast to coast. Beginning on July 1st they will inaugurate through the Cusack Co., one of the predominating billboard advertising concerns of the country, an extensive billboard publicity campaign on the "La Palina."

On May 1st the Congress Cigar Co., will open its own distributing house in New York City.

CHARLES BOBROW RETURNS THIS WEEK

Charles Bobrow, of Bobrow Bros., manufacturers of "Topic" and "Bold" cigars, has returned to this city during the past week following a successful trip to the Pacific Coast where he found the factory brands showing activity with his many old accounts. An encouraging feature is the fact that he opened a number of new accounts while on the Coast.

After a four weeks visit, O. L. Myers, middle western representative of Bobrow Bros., left for his territory.

W. F. Pike took a most confident view of the present situation. He says business with them is far better than the same time last year, and local trade is way ahead of last year. Orders for "Recall," their 5-cent cigar have the factory behind on production at present.

REDUCTION ON "KING PERFECTO"

A. N. Davis, manager of the Kicico Cigar Co., manufacturing the "King Perfecto" cigar, states that on May 1st a reduction will be made on all packings of this cigar in the 2 for 25 cents size.

Mr. Davis states that there is very little price cutting on cigars in the New England territory in which their brand is distributed. Business on their brand is improving.

The factory is now employing seventy-five hands and a number of new facilitating devices have been installed. This has greatly assisted the handling of their output.

"DELLA CASA" BRAND IN DEMAND

The El Predomino Cigar Co., 306 Cherry Street, reports that the demand for their "Della Casa" brand is very strong. In the Middle West particularly they are enjoying a big business.

Yahn & McDonnell are the local distributors for the "Della Casa" and it is being prominently displayed in many stores.

Murphy Brothers are the Camden distributors, while Crook & Co. have the jobbing rights in Atlantic City, N. J.

The El Predomino Cigar Co. began business in Chicago, Ill., about twenty years ago. They removed to Philadelphia recently. They are working fifty hands at present.

HYPERION CIGAR CO. NEWEST FIRM

The Hyperion Cigar Co., is the name under which L. P. Kilfeather, formerly of New Haven, will operate the factory recently opened in this city at 37 North Second Street.

On April 27th the firm proudly celebrated the production of its first Philadelphia-made cigar with a goodly number of hands at the tables. The factory is equipped for 200 hands and they expect to increase their present force as rapidly as conditions permit.

The "Hyperion" cigar is made in eight sizes and has not changed its standard since its inception in 1895.

LIBERMAN REPRESENTATIVE OFF FOR SOUTH

H. L. Bush, representing the Liberman Manufacturing Co., left for the South on Sunday night to further the use of the many facilitating devices for the production of cigars, manufactured by his company.

The Liberman Manufacturing Company will remove on May 1st from their present quarters to Twentieth Street and Allegheny Avenue. They expect to be manufacturing by May 15th. In these larger quarters they will be able to increase production.

"SPREAD OPTIMISM," SAYS BEN LOEB

Ben Loeb, of Morris D. Nuemann & Co., remarked that he was glad to see THE TOBACCO WORLD so conscientiously doing its part to spread hope and optimism. This is what is needed, states Mr. Loeb. At the present time he does not find business conditions favorable, and says so frankly.

CRESSMAN REPRESENTATIVE REPORTS GOOD TRIP

William Charles, new representative for Allen R. Cressman's Sons, covering Newark, N. J. and surrounding territory, reports that his recent trip in that vicinity was most successful. He states that a good foundation is being laid for increasing the sales on both the "Flor de Manuel" and "Counsellor" brands.

DETROIT DISTRIBUTORS VISIT "CINCO" OFFICES

Ben. R. Lichty, vice-president and general manager of Otto Eisenlohr & Bros., Inc., informs us that among recent visitors to their offices in this city were Charles M. Higgins and Alexander Ricker, of Lee & Cady, Detroit, Mich., distributors of the famous "Cinco" cigar.

FAVORABLE VOLUME OF BUSINESS ON "PORTUONDOS"

H. J. Bedarb, genial and successful manager of the well known house of J. F. Portuondo Cigar Mfg. Co., expresses his satisfaction with the reports from the firm's representatives in various territories. The following representatives have favored the house with encouraging orders: L. E. Steele, Southern territory; F. W. Clarke, Indiana and Illinois; R. D. Dingman and James H. Crystal, northern New York; A. H. Grace, western New York.

NEW ACCOUNTS FOR SIG. C. MAYER & CO.

Sig C. Mayer & Co. report that they are opening many new accounts of their "Rey Oma" and "El Wadora" brands. They are extremely pleased over the perceptible increase in business.

Sig C. Mayer is at present in Chicago. Warner Searle, New York State representative is doing effective and satisfactory work on their "Rey Oma" brand.

NELSON EBERBACH OPTIMISTIC

Nelson Eberbach, of the firm of A. B. Cunningham & Co., reports conditions in the jobbing trade to be only fair. However, he expressed himself as being optimistic and believes that a trade recovery is on the way.

GOOD BUSINESS ON "POST" CIGARS

N. M. Affrime and M. Balistocky, who constitute the Post Cigar Co., pass out the word that they are reaping a remarkable good business from their campaign on "Post" cigars. They are also featuring their well known "Gerona," "Union League" and "Lord Pickford" brands.

The "Post" is a long filler, Sumatra-wrapped cigar. All of the above brands may be had in different sizes and packings.

Increasing demand is being shown for the brands and several new accounts have just been opened in the South and in New Jersey.

At the present time the factory is operating one hundred hands and the increasing number of inquiries from out-of-town jobbers indicate that increased production may be necessary before long.

Morris Zifferblatt, of the Puritan Cigar Co., 149 North Fourth Street, states that "El Vendura" is being featured in many places.

"PENNSY" CIGAR BACK TO A NICKEL

Paul Brogan, head of Dusel, Goodloe & Co., announces that the famous "Pennsy" brand, which sold at 10 cents, is now back to the 5-cent price.

Jack Planco visited the house last week in regards to the "Planco" brand which they distribute for his firm, Ruy Suarez & Co. Trade is reported improving on this brand. The 10-cent long-filler perfecto is meeting with duplications throughout the local trade.

ASA LEMLEIN HEADS SALVATION ARMY DRIVE

A tobacco committee consisting of twenty-three men prominent in the tobacco trade in New York City has been organized to function under the chairmanship of Asa Lemlein, of the E. H. Gato Cigar Co., 16 Hudson Street, to enlist public co-operation and support for the home-service appeal which the Salvation Army will make May 1 to 10 for $500,000 in Greater New York. This is the amount required to finance the Army's 1922 program in the city.

The committee, which is rapidly perfecting plans of organization to reach every person in the tobacco trade in New York City, consists of Harry Daniels, 234 West Twenty-seventh Street; Charles Dushkind, of the Tobacco Merchants' Association, 5 Beekman Street; S. J. Freeman, 123 Liberty Street; Albert Freeman, of J. Freeman & Sons, 123 Liberty Street; Harry Blum, 122 Second Avenue; S. Ruth, of Ruth & Driscoll, 99 John Street; H. H. Hunter, 45 West Thirty-fourth Street; V. J. Farley, of the *Retail Tobacconist*, 42 Jackson Avenue, Long Island City; Carl Avery Werner, editor of *The Tobacco Leaf*, 140 Front Street; J. H. Mellon, 772 Putnam Avenue, Brooklyn; E. Tunis, 404 Broadway; E. Kleiner, 320 East Sixty-third Street; R. E. Lane, 107 William Street; E. A. Kline, 152 West Forty-second Street; D. Emil Klein, of the D. Emil Klein Co., 438 East Ninety-first Street; B. Rosenwald, 145 Water Street; J. H. Duys, 142 Water Street; G. MacDonald, of the *Tobacco Trade Journal*, 10 East Thirty-ninth Street; V. Planco, of Ruy Suarez & Co., 1504 Avenue A; Louis Fresco, of Retail Cigar Dealers' Association, 299 Broadway; Edward H. Davis, of the *U. S. Tobacco Journal*, 146 Water Street; H. Prochaska, of A. Frankau & Co., 136 Water Street, and George C. Sherman, of the Universal Tobacco Machine Co., 116 West Thirty-second Street.

BOSTON CIGARMAKERS REJECT WAGE SCALE

The new wage scale proposed by Boston cigar manufacturers for hand and mold work, involving a reduction of $4 per thousand on hand work and $1.50 on mold work has been rejected by the workmen and the cigar factories have ben closed. It is understood that a conference is being arranged between representatives of the manufacturers and representatives of the cigarmakers. The latter will make a proposition of $2 reduction on hand work and $1 on mold work.

WALTER M. SMITH IN BANKRUPTCY

Walter M. Smith, who did a wholesale and retail cigar business at 17 West Forty-second Street, New York, has filed a schedule in bankruptcy showing liabilities of more than $14,000, and assets of about $1800.

Mr. Smith did considerable advertising to the consumer at one time. His copy emphasized the extremely low prices at which he could sell cigars by the box. Apparently the prices were too low.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

NEVER before in time of peace has the country been confronted with such serious problems as it is facing now, declared Senator McCumber, North Dakota, chairman of the Senate Finance Committee, who opened the debate on the tariff bill in the Senate last week. The condition which now bill in the Senate last week. The conditions which now exist, he declared, demand action, and no matter how difficult the problem or how slender the hope of enacting a law that will exactly square with every requirement in these abnormal times, Congress must meet the task with a determination to enact a tariff law that will "at least guide us into the haven of normal prosperity."

The Senator discussed conditions which exist abroad and outlined their effects upon the situation in the United States. While costs of production abroad are very low those on this side of the ocean have increased tremendously and the spread between American and foreign cost of production has been growing greater and greater.

"The gulf separating the cost of production at home and abroad is now so deep and so wide that tariffs which would be sufficiently high to protect our markets against the countries of cheaper producton would amount to an embargo against all the rest of the world," declared Senator McCumber. "To reconstruct our commercial bridge across this chasm two things must operate at the same time in the United States. First, a protective tariff law that will bring the cost of the foreign product when landed in the United States to more nearly equal the cost of the American product in our markets. Second, such reduction in the cost of production in the United States as will more nearly approach and neutralize the difference in cost between the home and the foreign product,

"We have written our tariff law on the basis of both revenue and protection. We believe we have made no rate so low that it will compel the American producer to surrender the American market to the foreign producer, if he exercises proper economy in the manufacture and marketing of his product. On the other hand, we do not believe we have made any rate so high as to prevent reasonable foreign competition.

"We have tried to protect the American producer, believing that he is entitled to first consideration in his own home market. We have tried to sustain the standard of laborers' wages in the United States and to maintain their higher standard of living in this country, believing such a policy is for the very best interests of both the producer and the consumer. At the same time we have tried carefully to guard the interests of the great consuming public against any unjust charge for the commodities which make up their daily requirements.

"We are, therefore, brought face to face with the problem of protecting the American standard of wages and the American standard of living through the protection of our American markets.

"The real issue in this tariff bill, and the only legitimate issue, is whether the American market belongs to the American producer or whether it belongs to the foreign producer—whether it shall be turned over to the foreigner, who can produce at a lower cost, or be retained by the American, who must produce at a higher cost—whether we shall continue to pay our laborers a wage very much higher than the average foreign wage or force them into competition with the extremely low-paid labor of the Old World.

"In reporting this bill the committee has done all it can do to help the American people to help themselves by proposing such tariff legislation as will give confidence to business and by assuring them an American market to operate in. This proposed legislation will open the way to prosperity in the United States, but it will not unaided bring about this result. The American people must do the rest, and right here I want to say a word to the American manufacturer and the American laborer in our factories. This bill is intended to, and I believe it will, sufficiently protect your market against any excessive foreign invasion, but just remember that your great customer is the American public. Just remember that over 90 per cent. of all your products must be consumed in the United States, right here at home."

The Senate is now engaged in the consideration of the changes made in the various rates by the Finance Committee, following which it will take up the changes made in the administrative provisions. It is probable that several weeks will elapse before this work is completed and the bill is ready for final vote.

Many subjects of importance to American business are scheduled for discussion at the tenth annual meeting of the United States Chamber of Commerce to be held in Washington May 16 to 18. The tentative program just made public shows that the work of the conference will be done largely in group sessions, which will represent the major divisions of industry.

The preliminary list of subjects to be taken up at the meeting includes the effect of the European situa-

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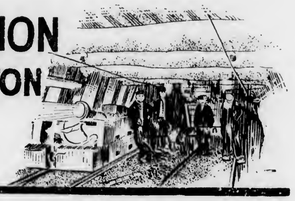
THE ANTHRACITE REGION WILKES-BARRE SCRANTON HAZELTON



April 28, 1922, Wilkes-Barre, Pa.

HARRY SPERLING, of the Sperling Tobacco Company, Wilkes-Barre, Pa., distributors of Consolidated Cigar Company's brands, has returned from an extended trip to California.

Mr. Sherman, of the "44" and "Adlon" factories of the Consolidated Cigar Company, was a visitor to the coal fields this week and incidentally got around with some of his distributors' salesmen.

Thomas Carlin, of Yocum Bros., has been in Wilkes-Barre for several weeks, this factory having placed their "Y B" and "Romance" brand with the local jobbing house, J. B. Yeagers & Sons, Wilkes-Barre, as their distributor. They are featuring "Y B's" in a neat tin package and it is a very nice looking perfecto cigar.

Wm. Kearney, better known to the boys as "Billy," has opened his new stand in an old location at South Main and Northampton Streets, Wilkes-Barre. This is store No. 2 now operated by "Billy" and is quite an up-to-date place with many attractive windows.

Larry May, formerly of May & Duffy, Wilkes-Barre, who went out of business April 1st last, will open his new store on or about May 1 at the corner of East Market Street and Pennsylvania Avenue, in what was once the lobby of the old Hotel Hart, which recently closed its doors after many years as one of the hotel landmarks in Wilkes-Barre.

"Billy" William Zeigler has been conducting a pipe sale extraordinary in his shop the past week and has been making record sales. If it's a pipe you want, "Billy" has it and many bargains are to be had and when he takes the 50 cents or five bucks, whatever the price may be, you get more than the pipe for your cash. He throws in his famous smile and "Thank you" and he means it; that's the sauce of life, isn't it a fact? I note the Wilkes-Barre papers have been copying some stuff from THE TOBACCO WORLD which appeared in a recent issue relative to "Billy." Well, it's worth while to feel that the home town papers get interested to that extent that they look the trade papers over for news of their townsmen.

George Sible, who for a number of years conducted the cigar stands in the Hotels Bolton and Metropolitan, Harrisburg, is still doing so, but I wish to make mention of the beautiful stand he now has in the Metropolitan, which has been divided off from the lobby and has an independent entrance on Market Street. This is one of the finest locations in Harrisburg, and I predict is going to be a busy spot in the retailing of fine cigars, cigarettes, etc. Good luck, George!

Charles Stahl, Sunbury, is or soon will make extensive changes in his old and popular stand. Charlie is one of the best known cigar dealers in Central Pennsylvania and conducts one of those shops in which a customer likes to spend his money.

Thomas B. Moore, who is one of the most popular cigar dealers in Bloomsburg, Pa., has just completed the refitting of his large pool room and cigar stand with new fixtures and has one of the nicest places in town.

Eddy Devlin, of "Hilson-Ries Co.," manufacturers of "Kenway" cigars, was in Harrisburg recently and I understand placed his cigars with several very excellent dealers.

The Sperling Tobacco Co., distributors of "Mozart" and "Adlon" and other Consolidated Cigar Co. brands, is placing on the market a new five-cent cigar by this manufacturer labelled "Henry George." Very attractive package as well as a good-looking cigar. This jobber also very recently placed a "Little Mozart" in this market to retail for five cents, packed 1/20s in a tin.

The Dusel Goodloe Co., of Philadelphia, distributors of a number of nationally known and advertised cigars, have now the "Blackstone," Waitt & Bond. They are featuring this famous brand in all of its sizes and are meeting with much success. It is now possible to get this cigar in any of the good cigar shops, clubs and hotel stands in Easton, Pa., and Southern New Jersey.

The "Girard" cigars, which are distributed by the Liberty Tobacco Co., Scranton, Pa., for this section, is actively working this brand and their new sizes are popular.

The Scranton Tobacco Co., Scranton, Pa., distributors of the popular "El Producto," is kept busy supplying this brand, which is a big favorite in Northeastern Pennsylvania.

My friend, R. S. Watkins, Catasauqua, Pa., distributor of "Attracto" cigars, was a recent visitor to the coal fields and dropped the hint that he was looking for a location in this live town. Hope he finds a place, for we like good company.

R. H. Paul, formerly with P. Lorillard and now with Tobacco Products Co., is a very busy little fellow telling how good "Stroller" cigarettes are.

R. H. Woolfolk, of Liggett & Myers Tobacco Co., cigarette department, has a wonderfully nice business here on "Piedmonts" and this popular brand seems to be growing by leaps and bounds in the Wyoming Valley. I note many very attractive window displays throughout the section.

Sam Brenner, Harrisburg, who purchased the stand formerly conducted by George Harry at Third Street opposite the post office, is making a few changes and is putting in a soda fountain. This is a very popular corner and should be a good place to wet one's whistle as well as satisfy your smoke hunger.

(*Continued on Page 16*)

York County Gossip

(*Continued from Page 11*)

Saylor Brothers, wholesale and retail cigars, 668 West Market Street, report that in the jobbing department they are getting wonderful results from their efforts on "El Murillo" ten-cent cigar, made for them by F. H. Beltz, of Schwenksville, Pa. Mr. Saylor said that the distribution is going so that they are obliged to wire for express shipments on this brand.

P. T. Hoffheins, cigars and tobacco, 671 West Market Street, is putting up a beautiful building three doors east of his present place of business. The building will contain two handsome storerooms with apartments above.

C. S. Gable, York and Queen Streets, informed your correspondent the other day that one particular specialty man working the trade in Jersey on "Hamilton Fish" and "Douglas Fairbanks" cigars in one week had opened one hundred and sixty new accounts, of which eighty per cent. have been repeating. Mr. Gable operates three factories, York, Strinestown and Jacobus, all three of them working full up.

H. G. Blasser & Co., leaf tobacco, are now located at No. 56 East Clark Avenue. It is understood that satisfactory arrangements have about been completed, and the business will be continued at the new address.

Clarence E. Kohler, for a number of years connected with H. G. Blasser & Co. as salesman, is now with the John H. Baker Tobacco Company, in a similar capacity.

How can we get the subscriber to read his magazine? In making his rounds the writer was surprised to notice a great number of periodicals lying around and still in the original wrappers. Why will a man pay out good money for a subscription, and then not treat himself to the many good things contained in the pages of the numerous magazines. More especially is this true with a trade paper. Think of the many business men who make it part of their work to keep posted on what is going on in their line of trade, and where else can they find this information than in their particular trade paper?

Just the other day I had a man tell me, it keeps him so busy attending to his own business that he had no time to bother about the other fellow's business. Now, if he were playing a game of cards (and all business really is a game), he would not get very far unless he paid close attention to what cards the other fellow was playing. How much more important it is, in the business game, to know all you can about how the others run their game.

Sam Etter, the North George Street cigar jobber, who has been confined to his bed for the past two weeks with a case of "flu," is improving rapidly and expects to be back in his office in a few days.

Earl Cigar Company, 244 South George Street, report they have been fairly busy, not having lost a day this year. Their "La Vaneta," a five and three-fourth-inch Cazadores size at ten cents being the leader and selling well.

R. M. Granat & Co., 36-42 East Fulton Street, Lancaster, who are growing shade tobacco under the name of New England Tobacco Company, report that they have sold a considerable quantity of shade-grown tobacco; they also pack largely of Connecticut Havana Seed and Broad Leaf. The situation in New England has cleared up considerably and the market is almost cleaned up on old goods.

Simon Solomon, of Chas. W. Solomon & Co., New York, reports as follows: York County trade is picking up slowly but surely and we are looking forward to a big business this season. Our "Red Lion" manufacturers say they are getting good orders and collections improving; signs pointing to returning prosperity.

R. C. Thomson, rear 233 South George Street, York, states that his trade on "Cyclone" ten-cent cigar, is a little slow, owing to the strike in the coal regions, where this particular brand has a large following. "Thomson's Hand Made," a full five-inch Londres high grade five-cent cigar, is going well locally.

Mr. Hess, of The Lancaster Leaf Tobacco Growers Company, says that they are busy packing the '21 crop Pennsylvania tobacco.

Acme Supply Company, 29 East King Street, York, carry a full line of all cigar-making tools and supplies. Noticed a special window display of the Wolverine Cigar Packer, just the tool for packing round packages, such as tins or glass jars.

John H. Baker Tobacco Company, York and Queen Streets, report plenty of business on scrap tobacco and have lately added more machinery to take care of increasing trade; they claim to produce scrap in any size and especially are they able to produce a very regular cut scrap, suitable for power bunching machine, where regularity of size is a real prime factor, in order to get a regular feed through the automatic feeder.

J. Sam Bievenour, representing J. G. Bergdoll Cigar Company, is having good success with the "York Imperial" ten-cent cigar, placing them locally and in the surrounding towns.

JAY BEE.

The Anthracite Region

(*Continued from Page 15*)

By the way, George Harry now conducts the cigar stand in the new Penn-Harris Hotel, Harrisburg, and it's some nice stand, believe me.

Dusel Goodloe Co., Philadelphia, in their new organization have acqured that justly famous old brand of "Welsten" and are placing same among its customers and it seems to be meeting with great favor and is a credit to any merchant's stock as for looks and is a one hundred per cent. cigar.

When will the job-lot cigar counter be empty? Seems no end of them, all sizes, shapes and prices and good cigars at that selling in many instances at five cents for Class C goods.

Business in the hard coal fields is today slower than it has been in six years and that is due to the condition of the coal-mining industry. However, the operator and the labor people are striving to reach some agreement which let us hope they will. It is predicted in coal-mining circles that something definite should be known before the 1st of May.

BLACK DIAMOND.

NEW PRICE ON "WHITE OWL"

Effective Monday, April 24th, the new price of $59 on "White Owl" cigars became operative. Instead of 3 for 25 cents the price is now 2 for 15 cents. Newspaper advertising has been used to spread the good news to the consumer.

Tobacco Jobbers Petition Federal Trade Commission

Washington, D. C.

The holding of a trade practice submittal to investigate charges of unrestricted price cutting among tobacco jobbers was asked of the Federal Trade Commission on April 26 by Charles Dushkind, counsel and general manager of the Tobacco Merchants' Association, and Joseph E. Davies, former chairman of the Federal Trade Commission, acting as a committee representing the National Wholesale Tobacconists. The committee filed a brief with the Commission, in which it outlined the price-cutting situation which now exists in the tobacco industry, and which it characterized as an unfair method of competition.

The decision to carry the matter to the Federal Trade Commission was reached at a conference of jobbers, held in Washington at the call of Mr. Dushkind, at which the whole situation and its possible results were fully discussed. The meeting was addressed by Mr. Dushkind, Mr. Davies, Jesse A. Bloch, president of the Tobacco Merchants' Association, and others. The tobacco men were told by Mr. Davies that it was within the powers of the commission to stop unfair methods of competition of all sorts. He characterized the present situation as one which would tend to destroy the wholesaler who acts as the middleman between the manufacturer and the retailer and who, he declared, "not only preserves in competition small manufacturers and prevents monopoly, but also protects the retailer as well as the public interests."

"Ruinous price-cutting is universally recognized as a trade evil and as unfair competition, especially in cases where commodities are sacrificed for the purpose of stimulating business in other commodities," declared Mr. Dushkind, in presenting the matter to the dealers. "The Federal Trade Commission is not only empowered but is directed by statute to prevent unfair methods of competition, and there should be some way by which it may take effective measures to stop ruinous and cut-throat price-cutting in the tobacco jobbing business as we know it will ultimately destroy all competition.

"While the law condemns price-fixing combinations or agreements, it should equally condemn the practice of destroying a rival's business by selling staple merchandise of standard values at prices that do not cover the cost with the addition of reasonable operating expenses. This does not stimulate competition, but destroys it and fosters monopoly.

"Moderate price-cutting, when resorted to by business rivals as a means of competing for trade, is not unhealthy. It puts life into competition and operates as an effective stimulant to business. But when price-cutting ceases to be moderate and becomes reckless and ruinous, it no longer constitutes a fair method of trading, and instead of acting as a stimulant to business it has quite a contrary effect. It not only forces a great many out of business, but it discourages those that remain in it.

"I maintain that when staple goods of standard values are sold at, or below cost, it must be perfectly obvious that the practice is indulged in for sinister purposes for it is safe to assume that no man is engaged in business for philanthropic reasons, and it makes no difference whether the purpose is to destroy a rival, or to injure the good will of a popular brand, or to attract trade to other lines of merchandise which yield a satisfactory profit, the practice is vicious. It is certainly unfair and should be condemned under Section 5 of the Federal Trade Commission Act."

"While the Federal Trade Commission has no power to regulate prices," he said. "it does have power to stop price-cutting when such price-cutting reaches a stage that is destructive of competition, and constitutes 'unfair methods of competition.'"

The tobacco industry is organized into four distinct branches, the Federal Trade Commission was told in the petition submitted to it, which are devoted to the growing and production of tobacco, its manufacture, its wholesale distribution and its retail distribution, respectively. Approximately 1,500,000 acres are utilized for the production of tobacco and 300,000 farmers are engaged in growing it. The annual production of the industry is figured as being valued at $1,550,000,000. There are probably less than 100 large manufacturers producing cigars, cigarettes and tobacco and about 12,000 small plants with relatively small capital, which, however, can and do successfully compete with the large manufacturers. There are at least 500,000 retail stores in which tobacco is sold.

In order for the 12,000 manufacturers to reach these 500,000 retailers the tobacco wholesaler is essential, the commission was told. They render an invaluable service to the small manufacturers, to the retailer and to the buying public. They preserve in competition thousands of smaller manufacturers whose lack of capital would make it impossible for them to maintain the selling organization necessary to distribute their own products. Thus by acting as a distributor for these smaller manufacturers the wholesaler protects the retailer and tends to prevent the monopolization of retail distribution and also protects the public from such monopoly.

"No other system of distribution can distribute more cheaply and economically than the existing system of wholesale distribution," the brief sets forth. "It is the only method of distribution which will conserve the competition of the manufacturer of tobacco and preserve to the public the benefits of free competition among manufacturers as well as among retailers." The petition then alleges that in this wholesale tobacco trade there have grown up "grave and serious abuses which not only seriously impair the usefulness of the jobbing trade but tend to the destruction of that fair and decent competition that should exist to maintain the function of the jobber to serve the public in the competitive order of industry."

It is charged that by means of special discounts, rebates, concessions or allowances, jobbers are inducing and encouraging certain retailers to sell staple brands of cigars, cigarettes or tobacco at abnormally low prices for the purpose of destroying competition in the retail trade and also to injure or destroy competitive brands, thereby lessening competition among producers or manufacturers. In some instances the sales are made at actual cost or below cost. It is

(*Continued on Page 18*)

News From Congress

(Continued from Page 14.)

tion on American business and production, American business in relation to conditions in Europe, various phases of the merchant marine and housing questions, our natural resources and their proper exploitation. transportation in its relation to various business questions and detailed studies of distribution, production and finance.

The study of distribution will be one of the most important subjects affecting domestic industry. It has been divided into four parts dealing with the cost of transportation and the geography of distribution, the growth and significance of chain stores, how distributors have met demand for lower prices and their need for accurate information, respectively. Production has been similarly divided into sections dealing with the various phases of this question.

Because of the interest of business men throughout the country in the subjects which are to be taken up it is believed that the convention will be one of the largest ever held by the organization. More than 1400 business organizations have been asked to send representatives and an attendance of from 4000 to 5000 business men is looked for.

Increased retail trade during the first half of April is indicated by a survey of current business just completed by the Department of Commerce, which states that statistics of actual commercial and industrial movements show a profound improvement over a year ago.

This increase in distribution is evidenced by the fact that the sales of the two largest mail-order houses of the country increased from slightly over $18,000,000 in February to nearly $24,000,000 in March, while chain store sales were universally larger.

The impovement in business conditions is reflected in reports from the carriers to the American Railway Association, which show that the volume of manufactured products transported over the railroads of the country during the week ended April 8 showed a marked increase as compared with the preceding week. The total of 516,652 cars loaded with this class of freight during the week was 6041 more than for the preceding week and an increase of 66,406 over the loadings during the corresponding week of last year. The figures show that a total of 714,268 cars were loaded with revenue freight of all descriptions during the week, as compared with 827,011 during the preceding week. The decline in loadings is attributed by the association to the fact that shipments of coal are practically at a standstill as a result of the miners' strike which began on April 1.

An entirely new bill providing for the relief of American corporations engaged in business in China has been agreed upon by the conference committee to which were referred the bills on this subject which have been passed by the Senate and House of Representatives. The authority of Congress to provide for the incorporation of companies for the purpose of engaging in business in China, as proposed in the original bill, was a question of some doubt and the conference committee has amended the measure so as to meet the objections which have been raised.

The bill proposes to free American citizens, residents of China, who are interested in corporations of the class covered by the measure, of the corporation income taxes which are levied on domestic corporations, although they will be required to pay taxes on the dividends they receive. Stockholders of such concerns who are residents of the United States will not be given any exemption. It is required that the control of the business shall be in the hands of Americans residing in China and an investigation will be made before a Federal charter is issued. Other provisions are included in the bill to safeguard Chinese from the cancellation of stock and other exploitations.

It is intended that these corporations shall function as domestic corporations of the Chinese, although ostensibly they are corporations of the District of Columbia. Before securing a charter, the corporations must show that they propose to do business on the level. They will be under the supervision of the Secretary of Commerce and the bill contains a number of provisions designed to prevent fraud upon the Chinese.

Tobacco Jobbers Conference

(Continued from Page 17)

charged that certain jobbers who handle commodities other than tobacco sell tobacco at cost or below cost for the purpose of inducing the retailer to purchase other commodities then tobacco, upon which they make up the losses sustained on their sales of tobacco products.

It is further alleged that staple brands of cigars, cigarettes or tobacco of standard values are being sold by jobbers at or below cost for the purpose of securing increased sales of their own privately owned or controlled brands upon which they make up the losses sustained on the staple brands.

It is also charged that certain deceptive practices have grown up since the war whereby stale and old cigars, cigarettes and tobacco exported to Europe during the war, which have been returned to this country and disposed of as surplus war stock, are sold by jobbers in a stale and deteriorated condition without disclosing the age and condition of the goods, thereby deceiving the public: "That such practice results in unfair competition with the standard goods of the similarly staple brands of cigars, cigarettes, or tobacco, which have for some reason become stale, damaged or deteriorated, are being sold without disclosing the fact that they are stale, damaged or deteriorated."

"Your petitioners further show and allege that all of the aforesaid practices have a tendency to and actually do destroy competition and that said practices have been and are being indulged in for the purpose of injuring, lessening and destroying competition and that said practices constitute unfair methods of competition and are violative of the statutes in such cases made and provided."

The petition was submitted as an informal complaint, it being stated that the exact facts in each case was unknown to the petitioners, who asked that the trade practice submittal be held to determine methods for the remedying of the existing situation.

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MAPACUBA

Notes and Comments

W. Taylor Marshall, eastern factory representative for the Spietz Cigar Company, of Detroit, Mich., manufacturers of the "Robert Emmet" cigar, has been assisting the sales force of Dusel, Goodloe & Co., Philadelphia distributors for the "Robert Emmet."

The handsome store of the Dunhill Corporation, at 1514 Fifth Avenue, New York City, will be open to the public on May 15th. S. J. Ballinger, associated with the Dunhill Store in London will have complete charge of the New York store.

Ben Cosio, in charge of the Consolidated Cigar Co. factories in Tampa, Fla., has been staying at the Hotel Belmont, in New York City. He is in New York for the purpose of conferring with the executives of his company.

Harry Rinaldo, of the Central Cigar Manufacturing Co., of New York, who is at present on the road states that he has recently opened a number of new accounts on his "Manhattan" and "Elm" brands.

Julius Klorfein was among those who sailed for Europe recently to attend the Sumatra inscriptions at Amsterdam. Mr. Klorfein's interest in Sumatra arouses some speculation in the trade.

Morris Goldstein, until recently manager of the retail sales department for Harry Blum, has been promoted to a salesman and is now telling the trade of the merits of the "Natural Bloom" cigar.

Louis Neumann, who recently disposed of his interest in the E. Hoffman Co., Chicago, Ill., has recently formed the Louis Neumann Cigar Co., and has taken over the old location of the E. Hoffman Co.

A new Sumatra house has opened at 139 Front Street, New York, under the name of Arthur Bornholdt & Co. The members of the firm are Arthur Bornholdt and Charles Meister.

The Post Cigar Company, at 29 South Bank Street, is now getting production on the "Post" cigar in satisfying quantities. They report the demand for the brand to be very satisfactory.

Adolph Goodman, of A. D. Goodman & Co., widely known cigar jobbers of Cleveland, Ohio, paid a visit to Philadelphia recently before returning home.

Dick Bythiner, of E. Rosenwald & Bro., has left for a trip through the South and he will spend some time in Tampa, Fla.

George B. Scrambling, Cleveland distributor of the "La Palina" cigar, visited the headquarters of the Congress Cigar Co., last week.

Ruyera Lopez Cigar Co. reports that they have recently opened several new accounts. Announcement of these connections will be made later.

Tampa Letter

(*Continued from Page 8*)

is meeting with gratifying success in establishing their line of clear Havanas, through the care of Alfonso Fernandez, factory manager, and Max Valdes, their traveling representative.

At Berriman Bros., C. A. Stroud reports fine progress, and the whole factory force are working enthusiastically to catch up with the orders received lately.

Gradiaz Annis Co., is another factory where business are going good. Leo. Gottzegen at the office, and Max Gil at the factory, are having a lively time filling orders for "Don Jullian" and "Standard Fives."

Somebody has said that this life is one darned thing after another, and no doubt this phrase applies fittingly to cigar manufacturing. Just on the heels of the increase on wrapper tobacco importing duty proposed in the new tariff bill, comes the project of the Consolidated Classification Committee of the railroads, to change the making of shipping cases, so as to make them more expensive and no more immune from the rough handling of the railroad freight crews. The announcement of this new imposition has raised a storm of protest from the Tampa manufacturers, and their Association will send a representative to Atlanta to attend the hearing on this projected change, before the Commission on May 4th, and present their objections to this troublesome and expensive innovation, which, if carried out, will benefit nobody.

VERITAS.

H. L. WADSWORTH VISITS NEW YORK

H. L. Wadsworth, president of the Worth Cigar Co., Detroit, Mich., visited New York last week, making his headquarters at the Hotel Astor. While in New York Mr. Wadsworth took occasion to look over several lines of cigars which would fit in with his present brands.

TAX REPEAL MAY BE SHORT LIVED

The repeal of the taxes which made war all that Sherman said it was may be short lived, in view of the fact that a deficit of more than $350,000,000 has been forecast for the fiscal year 1923 by Treasury actuaries. While officials of the department have not yet given consideration to means of meeting this lack of funds, it was pointed out that the only apparent way by which the deficit could be offset was by additional taxation.

The Treasury Department is now awaiting the action of Congress on the bonus bill, which must be financed and which, it appears, can be financed only by levying additional taxes. After the bonus bill is disposed of the department will take up the question of meeting the 1923 obligations and will be able then to determine what taxes, if any, will be available for this purpose.

HESEDA & SON BURNED OUT

(By Telegraph) Tampa, Fla., Apr. 29, 1922.

Joaquin Hedesa & Son, leaf tobacco dealers in this city were burned out this morning. Damage is estimated at about $28,000 with insurance to the extent of $20,000.

VERITAS.

BERING REGRESO
CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA-DUSE JULIA MARLOWE

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Because we make deliveries at the time specified in your order.

Because our prices are low when you consider the quality of our product, and the service we render.

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FOR PERSONS OF GOOD TASTE
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everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

Business Building

(Continued from Page 7)

The idea is to get rid of them. If they don't go, keep on marking down the prices until they have disappeared.

Put a new sign in your window saying you are going to get rid of these goods. That you will clean 'em out if you have to give 'em away. That if they don't go then, you will give a money bonus with each article.

Don't forget to say that you are determined to have fresh stock, of the latest, the best and the most popular goods for your customers to choose from.

There is a good deal in the idea of telling what your goods will do, rather than how they are made. In some lines of business it is possible to idealize the work of the goods.

Thus you can idealize the influence of flowers, of paintings, of music, of beautiful furniture, of delicious candy—and many other things.

Why can't you idealize the influence of fine cigars? You can incidentally tell that they are made of the finest possible products, cured to the queen's taste, blended with exquisite skill, made up by specialists in their line. And then you can idealize them by eloquently describing the mystic, subtle influence they will exert upon the happy user if he will smoke them just the right way.

Tell people not to smoke them as a matter of course with their minds on other things. Such smoking is an absolute waste of pearls of great price.

The way to enjoy a cigar is to enjoy it. Divest the mind from all cares, anxieties and worries. Draw forth the cigar with a gentle and caressing touch. Let the eye roam over it with pleasure, noting its graceful shape, its perfect shade. Light it, at the same time breathing a gentle request that it transport you to the blissful delights of beautiful fairyland. Yield to its gentle influence, and enjoy the happiness it imparts.

If you will talk thus to your patrons you will throw the glamor of idealism over your products and make your customers think the witchery of charm and happiness resides in your goods.

"WEBSTER" CAMPAIGN FOR CINCINNATI

G. W. Bickett's Sons, Cincinnati, O., the distributors of the "Webster" cigar for that territory, have their sales force lending every effort to increase the local distribution.

A. YANEZ & CO. BURNED OUT

Tampa, Fla.
April 28, 1922. (By telegraph.)

The factory of A. Yanez & Co. was destroyed by fire last night together with the greater part of the stock. The damage to the stock and building is estimated at $30,000, which was partially covered by insurance, and the net loss will probably reach $25,000. The firm will resume operations in another building in a very short time.

VERITAS.

STRAUSS & CO. BUY IN ALTOONA

A deal has been completed by which the wholesale cigar and tobacco firm of W. H. Strauss & Co., Inc., has acquired from J. B. Boyer, of Altoona, Pa., the property at the northeast corner of Green Avenue and Tenth street, and will possibly this year erect on the site a large wholesale building.

Strauss & Co., about a year ago leased the property from Mr. Boyer and converted the double dwelling which occupied the site into a wholesale cigar and tobacco establishment, in which the business of the firm has since been conducted. It was anticipated at the time the property was leased that the firm would eventually buy it, as it is admirably adapted for a wholesale house and is in the heart of the wholesale district.

The ground is 60 x 75 feet in dimensions and when a new building is erected it will occupy the entire site. Manager J. F. Kauffman stated that it has not yet been determined whether or not the new building project will be carried out and the plans for the building have not been prepared. It will depend upon the cost of the building operations.

Strauss & Co., Inc., is one of the largest wholesale tobacco firms in this part of Pennsylvania. The main establishment is located in Johnstown.

DOC ROSEBRO IN NEW YORK

W. W. ("Doc") Rosebro, president of F. Vega & Co., Detroit, Mich., manufacturers of the "Las Vegas" cigar, is visiting New York City, where he has already opened several very attractive accounts.

"Doc" has been hitting the high spots with "Las Vegas" and it is not stretching the facts to say that the production is constantly being increased to meet the growing demand for the brand.

In Detroit particularly the Worth Cigar Company states that since they started to distribute the "Las Vegas" cigar, the duplications on this brand have really astonished them.

"Doc" is sojourning at the Hotel Astor.

W. J. SEIDENBERG CO. REORGANIZED

Following the recent bankruptcy notice of William J. Seidenberg, comes the announcement of a reorganization of this business under the trade name of William J. Seidenberg Corporation. W. J. Seidenberg remains at the head of the concern, and the same territories for the distribution of the "Pancho Arango" and "Virginia Lee" brands remain as formerly under Mr. Seidenberg's control. This happy arrangement has been concluded with the New York-Tampa Cigar Co., which now owns and manufactures the above brands.

A. G. WIEDMANN VISITING EAST

Arthur G. Wiedmann, vice-president of the American Box Supply Company, of Detroit, Mich., is at present visiting Philadelphia.

The trip was not made for business purposes but was necessitated by the illness of a son who is attending school at Pottstown, Pa. An operation was deemed advisable and Mr. Wiedmann was summoned from Detroit.

Mr. Wiedmann's many friends will rejoice to learn that the operation was successful and that all indications are favorable to a rapid convalescence of Arthur G. Wiedmann, Jr.

REPUTATION is that which we believe to be true concerning a man or his character.

The reputation of a piece of merchandise depends upon the verdict of the consuming public after the trial period.

Milano has stood the test, and has won the approval of those who are particular.

We are glad to say that its reputation is established, and that it is to-day favorably known by that part of the smoking public who buy and enjoy the better things of life.

Milano's reputation has been established by word-of-mouth advertising of its many friends, and its smoking qualities have earned the appreciation of its followers from Broadway to Main Street.

Whether your store be located on Broadway or Main Street, you will receive the patronage of the men who can afford the best, if you display Milanos.

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their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

St. Louis Notes

St. Louis, Mo., April 25, 1922.

A GENERAL feeling of confidence, instead of an effort at an optimistic outlook, seems to be slowly increasing, and indicates a general stabilizing of business, and prophesies well for the future.

The tobacco business, especially cigars, has been so disastrously hit by the lack of ready money because of non-employment, that it is with difficulty recovering from the blow, though the general report throughout the city is of an increasing demand for cigars. Possibly this is one of the reasons for the continued sharp competitive prices on cigarettes.

C. W. Schrick, of Stix, Bear & Fuller, says that while the cold weather of last week discouraged the general public from buying, that their sales continued very satisfactory indeed, and are now showing new life and vigor.

Ben Block, representing the Park & Tilford Company, of New York, is in St. Louis for a few days, placing additional orders for the "Mi Favorita" cigar, which is literally living up to its name.

Judge & Dolph, at 514 Washington, have a window display of the "Terreno" and "Cuesta-Rey" in tins and boxes.

Enderle Drug Co., at Sixth and Chestnut, is showing an attractive display of the "La Palma" and "Jose Garcia Imp" cigars.

Frank Ahrenhoerster, Jr., of the Wiedmann-St. Louis Cigar Box Co., is taking a short business trip into adjacent territory.

Mr. Sheldon, of the F. R. Rice Mercantile Cigar Co., states business remains practically the same, though there is possibly a little improvement. He believes there can be but little else than necessities purchased until a return of general employment.

E. G. Brockmeyer says the "El Producto" cigar continues to attract additional business, and they have no reason to complain.

Charles J. Stanley, Chamber of Commerce Building, is still serving on the Grand Jury two days a week.

The R. B. McGinnis Cigar Co. have secured a prominent and exceptional location in the Victoria Building, and have a full stock of smokers' requisites.

Moss & Lowenhaupt have a nice window display of the "Tadema" at Kingshighway and Delmar.

Arthur G. Wiedmann was called East on account of the serious sickness of his son, Arthur, Jr., who is attending school at Pottstown, Pa.

There must be an increasing confidence in the cigar manufacturing business, as there are several new firms starting in business, and rumor has it that others are formulating their plans to this end, not only in St. Louis but in adjacent territory.

R. Miller, 1301 Wyoming Street, and Adam Nagel, 2121 Oregon, have recently opened up cigar factories, and will cater especially to St. Louis trade.

The district manager of the United Cigar Company says that business is going well at all points, both locally and throughout the district, and looks mighty good right now.

Stores handling the "Muriel" cigar and "111" cigarette report increasing sales.

NOVICIO.

CAMERA CAMPAIGN ON "CHESTERFIELDS"

How "Chesterfield" cigarettes are made, as revealed by the camera, has furnished the material for a new and decidedly interesting series of advertisements recently placed by the Liggett & Myers Tobacco Co., in rotogravure and illustrated Sunday supplements in the newspapers of the larger cities.

The "camera campaign" proves conclusively that to buy tobaccos, then to cure, condition, age, blend and "make" the finished cigarette is an art and a science far more involved than is apparent to the average cigarette smoker.

For instance, photographs from Turkey show how the ripe tobacco used in "Chesterfields" is picked leaf by leaf, strung on threads, appraised by expert buyers and finally baled like precious silks for shipment by transport to the U. S. A. Then also are shown scenes in the auction warehouses of the South, where buyers of long and practical experience go to judge the color, weight and texture, and eventually to purchase the prime domestic leaf that goes into the exclusive "Chesterfield" blend.

From that point on, the camera uncovers an amazing panorama of manufacturing details—pictures showing how domestic tobacco is dried out in ovens before storage; "prizing" or packing Domestic tobacco tobacco in hogsheads for storage; aging of Domestic tobacco in storage warehouses; the mixing of the Turkish and Domestic tobaccos; cutting machines which cut or shred the mixed tobaccos; cigarette-making machines which turn out 400 Chesterfields a minute; cup-making machines which form and paste the "cups" or outer packings; packing machines which wrap the paper and foil around the cigarettes; and finally, the ingenious apparatus by which the extra glassine air-tight wrapper is put on.

A. KRINSKY STARTS CIGARETTE FIRM

Adolph Krinsky, a former member of the organization which manufactured cigarettes under the name of the I. B. Krinsky Estate until a year or so ago, has recently organized the Claridge Cigarette Co., and has opened headquarters at 135 Grand Street, New York. The leading brand will be marketed under the name of "Claridge." Mr. Krinsky has had considerable experience as a cigarette manufacturer and indications are favorable to rapid progress of the new firm. The cigarette will be manufactured of one hundred per cent. Turkish tobacco.

"BLACKSTONE" FACTORY AT ATLANTIC CITY

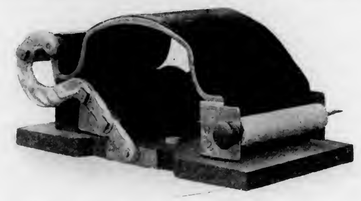
Waitt & Bond, manufacturers of the famous "Blackstone" cigar, are opening, on May 1st, an exhibition factory at Kentucky Avenue and Boardwalk, Atlantic City, N. J. Two of the famous fresh work cigar machines of the type now producing "Blackstones" at the rate of one hundred million a year, will be operated. A guide will be in attendance to explain to visitors just how the brand is manufactured and produced. A feature will be the duplication of the many sanitary methods which prove of such great interest to those fortunate enough to visit the Newark factories.

Dusel, Goodloe & Co., of Philadelphia, distribute "Blackstones" through their branch in Atlantic City.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY 2512 15th Street TAMPA, FLA.
OFFICE 49 Walker Street NEW YORK

YANKEE BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.



Made in five sizes —4', 4½', 5', 5½', and 6' wide

Millions of nationally known brands are now being made in factories equipped with this machine.
The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA GARKONA:—42,527. For cigars. February 11, 1922. M. Garko, New York City.

WESTVACO:—42,528. For cigars. March 24, 1922. Central Cigar Box Co., St. Louis, Mo.

ALAZAN:—42,529. For cigars. March 8, 1922. American Litho. Co., New York City.

MERCHANTS NATIONAL:—42,530. For cigars. March 11, 1922. Cole Litho. Co., Chicago, Ill. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been used by Cheeseman & Furnass, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

FIRST NATIONAL:—42,531. For cigars. March 11, 1922. Cole Litho. Co., Chicago, Ill. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been used by Cheeseman & Furnass, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

MY-T-FINE:—42,533. For all tobacco products. February 15, 1922. American Litho. Co., New York City.

FACTORY 269:—42,534. For cigars, cigarettes and tobacco. February 11, 1922. Fred. L. Hartstuff, Seneca Falls, N. Y.

CUSTODIAN:—42,535. For all tobacco products. February 25, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

MATIZAR:—42,536. For all tobacco products. February 17, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

MISS OREGON:—42,537. For cigars. January 18, 1922. Leo. A. Helbock, Portland, Ore.

20 CENTURY:—42,538. For cigarette tubes and cigarette paper only. April 1, 1922. Royal Turkish Tob. Co., Inc., New York City.

MORVICH:—42,539. For cigars, cigarettes and tobacco. April 6, 1922. American Exchange Cigar Co., New York City.

GOVERNOR ROBERT LUCAS:—42,540. For all tobacco products. April 3, 1922. American Box Supply Co., Detroit, Mich.

BILLY VAN:—42,541. For cigars. March 1, 1922. B. V. L. Cigar Co., Grand Rapids, Mich.

U. DIAZ & SONS:—42,542. For cigars, cigarettes and tobacco. March 6, 1922. U. Diaz & Sons, Tampa, Fla.

LIMEROCK HAVANA SEED BINDERS:—42,543. For leaf tobacco only. April 15, 1922. Mehl Leaf Tobacco Co., Peoria, Ill.

OH BOY:—42,544. For leaf tobacco only. February 21, 1922. Mehl Leaf Tobacco Co., Peoria, Ill.

PRINCEDALE:—42,545. For cigars. April 7, 1922. N. D. Prince & Co., Trenton, N. J.

METOCO SEAL:—42,546. For cigars and leaf tobacco. April 20, 1922. Mehl Leaf Tobacco Co., Peoria, Ill.

TRANSFERS

SECO:—22,184 (Trade-Mark Record). For cigars. Registered January 25, 1900, by Henry Drucker, New York City. Transferred by Adolph Frankau & Co., Inc., New York City, successors to Henry Drucker, to E. Kleiner & Co., New York City, April 4, 1922.

SMUDGE:—26,080 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered September 2, 1903, by Kenny Bros., Oneida, N. Y. Transferred to John E. Bennett & Son, Oneida, N. Y., October 13, 1919.

ELDICAR:—42,512 (Tobacco Merchants' Association). For all tobacco products. Registered February 15, 1922, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Imperial Cigar Co., New Orleans, La., April 4, 1922.

LA STILITA.—26,436 (Tobacco Leaf), and **27,869** (Tobacco Journal). For cigars, cigarettes and tobacco. Registered November 16, 1903, and November 17, 1903, respectively, by American Litho. Co., New York City. Transferred to S. Stak, New York City, April 12, 1922.

NUVANA:—26,433 (Tobacco Leaf), and **27,870** (Tobacco Journal). For cigars, cigarettes and tobacco. Registered November 14, 1903, and November 17, 1903, respectively, by American Litho. Co., New York City. By various transfers acquired by Jos. Berran & Co., New York City, and re-transferred to D. Emil Klein Co., New York City, April 1, 1922.

CHECKER:—6134 (Trade-Mark Record). For cigars. Registered October 1, 1889, by Geo. Schlegel, New York City. By various transfers acquired by L. E. Ryder, Lancaster, Pa., and re-transferred to Cole Litho. Co., Chicago, Ill., December 2, 1921.

NEWARK SALESMEN MEET

Carl Werner, who continues to blossom as an author, speaker, arbitrator, bon vivant, raconteur, and at the same time reflects glory on the editorial sanctum of our aged contemporary, *The Tobacco Leaf*, appeared in person before the assemblage of the members of the Tobacco Salesmen's Association of Newark, N. J., on April 21st, and discussed at some length unfair competition in the tobacco industry as related to the salesman. This, we learn, was the *piece de resistance* of the evening.

President Abe Brown took occasion to introduce Tom Sullivan, of the New York Branch, with a story which indicates the wide range of the activities of the Tobacco Salesmen's Associations.

"At a recent dinner of the New York Branch," said President Brown, "Mr. Sullivan and I happened to be at the same table. I was introduced to a young lady whose name I did not catch but began to call her 'Mrs. Sullivan.' This continued all the evening. Finally Mr. Sullivan met me outside and said, 'Say, old boy, that young lady is not Mrs. Sullivan, she is Miss So-and-So.' Well, my name's Brown but I turned red."

When Mr. Sullivan replied to the introduction he thanked President Brown for calling the young lady "Mrs. Sullivan," for, said he, "I had been trying for a long time to get her to say 'yes,' and it was following this banquet that she finally did say 'yes.'"

Vice-President J. A. Martin eloquently eulogized Fred Wolf, who passed away a few days ago. Fred Wolf stood high in the esteem of his fellow members and all mourn his loss. He was a charter member of the Newark Branch.

The meeting adjourned at 11.30 P. M. At the next gathering prominent members of the industry will be invited to address them.

CONSOLIDATED IN NEW HOME

The Consolidated Cigar Corporation is now located in its new home on the seventeenth floor of the Heckscher Building, Fifty-seventh Street and Broadway, New York City. The new location is easy of access and will undoubtedly bring many new visitors from the out-of-town trade to their offices. The new quarters have been splendidly furnished and equipped and will be occupied entirely by the executive departments of the corporation.

"JOE ALDRIDGE" REPEATING IN WEST

York, Pa., April 27, 1922.

W. H. Falkler & Son, Cottage Place and McKenzie, makers of the "Joe Aldridge," high class 10-cent cigar, are receiving repeat orders right along from their distributors covering the Eastern and Middle West States.

JAY BEE.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

OUR
1921 CROP
OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

We invite inspection at our offices, or samples cheerfully forwarded upon application

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

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MAY 15 1922

MAY 15, 1922

VOLUME 42 NO.

THE TOBACCO WORLD

GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Largest Cigar Store In The Largest Railroad Terminal In The Largest City In The United States Displays Its Cigars In Wooden Boxes

TO the thousands and thousands of smokers who pass daily through the great Pennsylvania Terminal in New York City, the above window is proving a center of interest.

Leading cigar stores everywhere are giving over their most *prominent* windows to box goods, because of the obvious preference of smokers for cigars packed in wooden boxes and also because no other package lends itself to such attractive and original window and counter displays.

The preference shown by both retailer and consumer for wooden box brands will not be overlooked by progressive cigar manufacturers.

Advertisement

The Celebrated Dill's Best

Long Cool Smoke

Dealers CAN NOW GET DILL'S BEST THROUGH ANY REGULAR JOBBER

J. G. DILL CO.,
RICHMOND, VA.

SHEIP
&
VANDEGRIFT
INCORPORATED
ASA W. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St Philadelphia, Pa.

Box Sales

The standing of a cigar in popular favor is indicated by the number of smokers who buy a box at a time.

Blackstones in boxes of fifty and in pocket packs of ten and five move freely wherever the brand is established.

Long Havana filler, imported Sumatra wrapper. Forty years of high repute and consistent advertising have gained it recognition as a gentleman's cigar.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM *8¢ cigar*

WAITT & BOND, Inc., Newark, N. J.

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia **Penna.**

Their Quality has wiped out price distinction in cigarettes

Quality

20 for 15¢

You can't help but like them!

They are DIFFERENT — *They are* GOOD

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY

MANUFACTURERS

Harper & Seneca Streets Detroit, Mich.

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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New York Offices, 5 Beekman Street

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ASA LEMLEIN ..... President
JOSEPH MONDAY ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City.... Secretary and Treasurer

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—UNUSED UNIVERSAL STRIPPING AND BOOKING MACHINES. Latest model. Price very reasonable. Address Box 447, care of "Tobacco World."

SALESMAN WANTED

CIGAR SALESMAN—TO REPRESENT US IN ALL STATES East of the Mississippi River. In replying, state what experience you have had with wholesale trade. Address Box 445, care of "Tobacco World."

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

WANTED TO PURCHASE—Discontinued Labels in any quantities. State quantity and price. Address Box 443, care of "Tobacco World."

WANTED—TOBACCO SCRAP MACHINE. Strickler make preferred. Address Box 33, Dallastown, Pa.

The Tobacco World

Established 1881

VOLUME 42 MAY 15, 1922 No. 10

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"111" cigarettes

They are Good!

10¢

Buy this Cigarette and Save Money

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

awaits you if you'll place an order with us for cigar boxes. The quality and prices we ask will surprise you. Especially the reasonable cost.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

WE CAN SUPPLY YOUR NEEDS FOR
LITHOGRAPHED WINDOW DISPLAYS
IN ANY QUANTITY FROM 100 UP
WE SPECIALIZE IN SHORT RUNS
AND LARGE QUANTITIES OF

Cardboard Screens
Panels
Cut-outs
Easel Displays
Hangers
Posters
Small Card Signs

LET US CONSULT WITH YOU FOR YOUR
1922 NEEDS

Rex Window Advertising Co., Inc.
71 W. 35th St., New York City

Webster Cigars
STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Number 10

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 15, 1922 Foreign $3.50

EDITORIAL COMMENT

THE coming convention of the National Cigar Leaf Tobacco Association to be held in Atlantic City, N. J., June 5 and 6, brings before the trade once more the activities of this association which in the past have exercised a constructive point of view on national problems affecting the cigar industry.

Perhaps one reason why they seem to reason together with more or less amiability is because for the most part they are congenial. There is a spirit of comradeship which pervades the sessions and makes the visitor feel that he belongs to this big family. On more than one occasion private interests have been sacrificed to attain success for a resolution affecting a fair percentage of the members.

This organization seems to realize that the success of the cigar industry means the success of the cigar leaf association. It can prosper only as its customers prosper. It seems to us that this is one of the important factors which has carried the cigar leaf men along so successfully in their association work.

Even in a big family some of the children will quarrel, but in the test blood shows up thicker than water. It is the family idea that has carried so many industries to success through organization, and the National Cigar Leaf Tobacco Association offers an example of progress that the cigar manufacturing fraternity may well observe and follow.

The cigar manufacturers of this country need to get together in one way or another and formulate some plan to give an impetus to the cigar industry. Unless personal prejudice, jealousy and greed are sent to an early grave, and something definite done to sell the country on cigar smoking, the cigar production of this country will be entirely in the hands of a relatively few cigar manufacturing concerns.

Twenty-five cigar manufacturing concerns are making about fifty per cent. of the entire production of cigars in this country. Somewhere in the neighborhood of ten thousand cigar manufacturers are trying to make the other fifty per cent.

Unless there is an organized effort in the cigar industry shortly there will be just two kinds of manufacturers, "the quick and the dead."

Our diligent contemporary, *Tobacco,* in a current issue publishes two articles well worth reading, if one is interested in seeing the cigar industry get somewhere. One is headed, "Your Father Smoked Cigars," and the other, an editorial on "Publicity and Production."

The former article suggests a slogan, "Your Father Smoked Cigars." In other words get something started that is going to attract the smoker to the cigar. The writer of the article does not suggest that his slogan be adopted, but says "For God's sake tell 'em something!"

To our minds the suggested slogan is the key to an important factor in the decline of cigar production. *We boys don't do what our fathers did, in fact a majority of us seem to do just the opposite.*

Take our own case. Our father never smoked; we have smoked ever since we dared. He has always been a devout churchman; from a "cub" and editor on a daily we drifted into a trade paper career. If the Democratic party is fifty years old he has been voting the Democratic ticket that long; we have never voted the Democratic ticket. And so on down the line of virtues and faults, we strike no parallel course.

To tell a man "Your Father Smoked Cigars" might set him against smoking cigars forever.

We are living in 1922 and this generation is living at the rate of about 1944. A vast majority of men in the manufacturing and retail cigar business are living in the period from 1890 to 1900 and refuse to meet present-day conditions or to change their methods of doing business. Old firms established more than a generation ago are failing or liquidating almost every week. They have refused to become converts to the fact that to succeed today we must be "up and doing."

The second article to which we refer gets down to brass tacks and lays stress on the need for some practical advertising.

The reason most manufacturers do not advertise is because they have found out by one or two very brief experiments that when they spent $100 for advertising on Saturday it was not back in the office in the form of added business on Monday.

As the editor of *Tobacco* points out, as the cigarette business grew the advertising appropriations grew. But let us not overlook the fact that thousands were spent before they ever saw "daylight," yet the cigarette manufacturers know today that their investment in advertising this year is assuring the maintenance of their business next year and the year after that.

But the cigar manufacturers, with few exceptions, can't understand why if they spend large sums it does not return immediately in the form of business. Advertising begins to pay big after it has been to work a few years.

The average successful man began as office boy and put in a few years of good hard work before he got to the executive desk, and he wouldn't be there today if he had not been "up and doing" every minute of his working hours.

Starting in to advertise is like starting as office boy. You are going to be put to the test before you get anywhere, and you have got to stick to it before you are going to get recognition.

In twenty years the cigar industry has actually lost ground in view of the growth in population. The percentage of increase of cigar smokers did not accrue to this industry.

The chief reason, it seems to us, lies in the fact that there has not been an advertising foundation to build on, and that foundation must be laid before the cigar industry is going to show signs of waking up.

The few concerns advertising nationally in magazines and newspapers can be counted on the fingers Yet almost every magazine advertiser we know of has made a wonderful success. But we venture to say that every one of them would tell you that they spent thousands and thousands to lay a foundation before the big results began to come in.

Today when a new brand is successful, production figures tell us that its smokers were won away from other brands. That is getting the industry nowhere. We need advertising that is going to create new cigar smokers.

The trade needs new ways and methods to reach the smoker and start cigar production on the upward trend. An event which occurred last week we believe marks a step forward for it is one that must of necessity benefit the entire industry.

We refer to the opening of a model cigar factory in Altantic City by Waitt & Bond. To our minds it is a constructive act which will help to educate the consumer and create new interest in the cigar industry.

Here on the boardwalk in sight of the world the famous fresh work cigar machine is turning out cigars night and day. Every operation is in full view. No spectator can help but be impressed by the sanitary features, which show the clean and wholsesome manner in which cigars can be manufactured.

For the first time the public has an opportunity to view the most modern methods of cigar production. It will serve to eliminate from the minds of many the ideas which they have had as to the manner in which cigars are produced. They will see how very little human hands need to touch the cigars and exactly what the cigars are made of.

Just as mechanical devices have revolutionized manufacturing methods in almost every other industry, so the fresh work cigar machine is revolutionizing production in the cigar industry.

There is no greater education, and nothing more favorable to a product, than to let the public see exactly what the article is made of and how it is produced.

It is constructive advertising of this character that will create a new era in the cigar industry.

MARCH CIGAR PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1922.

Products	*March, 1921*	*March, 1922*
Cigars, (large)		
Class A .....No.	155,633,318	199,090,745
Class B .....No.	168,066,457	125,900,180
Class C .....No.	217,194,600	192,458,826
Class D .....No.	17,527,302	8,406,207
Class E .....No.	2,922,022	3,306,424
Total	561,343,699	529,162,382
Cigars, (small) .....No.	70,245,500	59,535,560
Cigarettes, (large) ....No.	4,395,915	1,432,017
Cigarettes, (small) ....No.	4,470,222,160	3,636,032,443
Snuff, manufactured ...Lbs.	3,240,566	3,724,604
Tobacco, manufactuder, Lbs.	32,237,112	34,395,743

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands, which are shown below in separate statements.

TAX-PAID PRODUCTS FROM PORTO RICO FOR THE MONTH OF MARCH

Products	*March, 1921*	*March, 1922*
Cigars, (large)		
Class A .....No.	1,431,250	3,569,350
Class B .....No.	992,800	268,050
Class C .....No.	3,224,550	4,423,150
Class D .....No.	100,500	12,300
Total	5,749,100	8,272,850
Cigars, (small) .....No.	.....	1,000,000
Cigarettes, (large) ....No.	.....	50,000

TAX-PAID PRODUCTS FROM THE PHILIPPINE ISLANDS FOR THE MONTH OF MARCH

Products	*March, 1921*	*March, 1922*
Cigars, (large)		
Class A .....No.	3,367,385	8,659,840
Class B .....No.	402,700	200,360
Class C .....No.	172,286	34,651
Class D .....No.	100	110
Total	3,942,471	8,894,961
Cigarettes, (small) ....No.	8,350	12,710
Tobacco, manufactured, Lbs.	213	226

M. IBOLD WINS FIRST PRIZE

M. Ibold, widely known manufacturer of the "Sonada" cigar, with headquarters in Cincinnati, O., was the successful competitor in the Window Display Contest recently held during Cigar and Tobbaco Week in that city. The display was most attractive and won the first prize offered by the National Cigar Box Manufacturers' Association for the best window display of cigars packed exclusively in wooden boxes. The window in which the display was made was in the Dow Drug Store at Sixth and Vine Sts.

Joseph Knecht won second prize with an "El Rico" display, while Chas. M. Krohn & Co., won third prize.

TAMPA

Tampa Cigar Manufacturers Win in Packing Case Argument—Mrs. Agin Wins Suit Against Packers' Union—Manufacturers Preparing for Vacations.

Tampa, Fla., May 12, 1922.

AS ANNOUNCED in my last letter, the Cigar Manufacturers' Association got busy on the proposed change in shipping cases before the Consolidated Classification Committee at Atlanta, Ga., through C. S. Hoskins, traffic manager of the Tampa Board of Trade, submitted data and arguments against the suggested classification, that resulted in the elimination of that objectionable measure to the extent of making it an alternate proposal to be followed by the shipper only if he so desires.

To have an idea of the importance of the success thus obtained for the manufacturers and shippers of cigars, will suffice to mention that Tampa alone ships an average of 90,000 cases of cigars every year, and that the proposed packing specifications for cigars entailed an extra cost of about $30,000 per year. If the general volume of cigars shipped from all sections of the country is measured in proportion to the Tampa output it is apparent that the CigarManufacturers' Association of Tampa, by its determined action in this emergency, has done a great service to all branches of the cigar industry interested in the production, shipping and distribution of cigars. Due credit also must be given to the Tobacco Merchants' Association, for its help and co-operation to attain the desired result.

A decision of far-reaching significance has been just rendered by the Supreme Court of Florida, affirming the decision of the Circuit Court for Hillsborough County, which gave a verdict of $1500 in favor of Mrs. Glynn Watts Agin in her suit against the representatives of the pickers and packers union and other members of the Joint Advisory Board of the International Union.

In this suit Mrs. Agin claimed damage against the defendants for wrongfully causing her discharge from the cigar factories of J. W. Roberts & Son and the Tampa-Cuba Cigar Company upon the demand from the unionized pickers and packers, on the ground that she was a woman and was not affiliated with the union.

There are two other American women, Miss Rebecca Johnson and Miss Oneida Taylor, who were also similarly discharged, and whose cases are still pending of final disposition that no doubt will be decided by the aforesaid precedent. These cases are an aftermath of the last ten-months' strike, and should complete the severe lesson the union leaders have deserved by their high-handed methods.

It has just come to the knowledge of the writer, a case that demonstrated once more the injustice and utter lack of consideration the cigar manufacturer has to undergo through some of the thoughtless dispositions of Internal Revenue regulations. The case is this:

A certain large cigar manufacturing firm, desiring to start their reorganized business with an entire new and clean stock, have burned and destroyed under special permit, 4000 boxes containing cigars damaged by worms. The firm, besides the boxes and cigars, has to stand the loss of revenue stamps, which are not replaced by the government; and here is where the thoughtless injustice is done; for if a manufacturer is given credit when destroying damaged material under permit, it stands to reason that he also must be credited by replacement of internal revenue stamps affixed on boxes of cigars that have not been consumed and are destroyed under permit. The internal revenue stamp has been created to raise revenue on cigars that have been sold to the public by manufacturers, at a given profit; but when said cigars have not been sold, and the manufacturer is forced to destroy them at a total loss, the non-replacement of the stamps so destroyed is to raise revenue on the manufacturer's misfortune. Is that right? It is to be hoped that the proper authorities of the Treasury Department will take this and similar cases under advisement, and amend the regulations pertaining to destruction of tobacco and cigars to meet and avoid such flagrant injustice.

In anticipation of the approaching summer, some of our cigar and tobacco folks are packing up to go across the pond to visit the native land in time to partake of the luscious cherries and delicious fruits of old Spain. Among the migratory folks are Manuel Corral and Emilio Suarez, who will leave next Sunday for Havana, to connect with the steamer sailing on the 20th for Europe.

By the same route Alberto Gonzalez, senior partner of Eduardo Gonzalez & Co. and one of the earliest settlers of the cigar industry in Tampa, will make a much belated visit to the scene of his youthful mischiefs in the province of Asturias, Spain.

E. C. Berriman will leave early next week heading west for an extended trip that will last until July.

Frank Diaz, of Guerra Diaz & Co., has returned from the East after a successful trip wearing the smile that never fades when optimism prevails; he was noncommittal as to the amount of business secured, but it is safe to predict that for some time he will be tied up at the factory.

Another cigar factory was burned out last Saturday night, adding to the number that have been destroyed lately by the satanic element; this time it was the factory of Agripino Montero, at the corner of Henderson and Tampa Streets, which burned quickly and thoroughly. The weather is so dry that fire starts easily and is hard to check these days.

VERITAS.

WM. DEMUTH & CO. ANNOUNCE WINNERS

Wm. Demuth & Co., the famous pipe manufacturers, have recently announced the winners in their Radio Contest.

On April 19, George R. Wilson, general manager of Wm. Demuth & Co., broadcasted a talk at the Westinghouse Radio Station, Newark, N. J., on "Pipes and Pipe Smokers."

The company offered prizes for the most accurate reports of this talk and the winners were as follows: 1st prize, $50, John Stofan, Jr., Garfield, N. J.; 2d prize, $25, H. A. Delapine, Newark, N. J.; 7 prizes of $5, won by William E. Holmes, New York City; Miss Gertrude E. Motzenbacker, Newark, N. J.; Miss Celia Gebel, Newark, N. J.; John Persons, Talbotton, Ga.; M. M. Williams, Kearney, N. J.; J. J. Werner, Cleveland, O.; Mrs. Claude R. Holman, New York City.

Answers from contestants came from the States of New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Ohio, Georgia and Minnesota.

As an expression of appreciation, Wm. Demuth & Co., are sending with their compliments, to each of the contestants who did not win a prize, a W. D. C. pipe.

JOHN J. FLAHERTY IN ARIZONA

The many friends of John J. Flaherty, popular manager of the mail order department of the "United," with headquarters in the Flatiron Building, New York, and who left recently for Phoeniz, Ariz., for a prolonged rest, will be delighted to learn that he is already feeling an improvement in health. Mr. Flaherty is known throughout the cigar and tobacco world, and, says the *United Shield*, "As an indication of his popularity, in a single mail recently there arrived at his office five postcards from customers travelling in China, Germany, Jerusalem, Texas and Colorado."

WEBSTER GETS "LA MIA" AND "FARRAGUT"

The Webster Cigar Co., Detroit, Mich., has acquired by purchase from Y. Pendas & Alvarez, the famous "La Mia" and "Farragut" brands. The "Farragut" will be placed on the market shortly as a new 10-cent cigar. President Sam Gilbert states that the "Farragut" will be an exceptional piece of merchandise with a Java wrapper. Regarding the "La Mia," no plans are being made public at this time.

CIGARMAKERS ACCEPT REDUCTION

The cigarmakers and packers who have been on strike in Boston, have agreed to accept a reduction of twelve and one-half per cent. on their former scale, and are expected to return to work immediately. This reduction affects all branches of production. The new schedule places the scale at $21 per thousand for cigarmakers in Boston.

HARRIS & SON COMPANY PETITIONED

A petition of insolvency has recently been filed against Harris & Son Company, cigar manufacturers of Newark, N. J. Some three years ago this firm removed to Newark. Later they took over a concern which was in financial difficulties and it is believed that this is the important factor in their present troubles. Every one in the New York trade knows Sam Harris and he will have the sympathy of many friends in his present distress.

OPPOSED TO TARIFF DUTY

Springfield, Ill., May 12.

If the return of the five-cent cigar indicates the return to normalcy, as indicated by former Vice-President Marshall, then we are a long way from that condition of affairs. We nearly had the old five-cent smoke back again, in fact some dealers and cigar manufacturers anticipated a return to pre-war tariff on tobaccos, and made reductions in the prices of domestic cigars. Now they assert it will be necessary for them to raise their prices again if the proposition to make the emergency tariff permanent is adopted.

Before the war the duty on Sumatra tobacco was $1.85 a pound. The emergency war tariff increased this duty to $2.35 a pound, and the purpose of senators who are supposed to be acting on behalf of the growers of domestic tobacco in some states, is to have this emergency tariff made permanent. Cigar manufacturers say that it is impossible to make cigars exclusively of domestic tobacco that Americans will smoke. The tobacco grown in New York, Connecticut, Pennsylvania, Ohio, Wisconsin and other states in which the industry is carried on, positively requires Sumatra wrapper in order to secure a blend.

But even the loss of the "good five-cent cigar" is perhaps the least serious of the effects which will follow a continuance of the high tariff. American farmers who raise tobacco will be first to feel the pressure if the duty of $2.35 a pound is adopted. "With that tariff we will either have to raise the prices of domestic cigars or *pay less for domestic tobacco,*" said a prominent manufacturer. "More cigars were smoked five years ago than are smoked today. In order to keep prices down and prevent the business from going entirely to the bad we have got to cut costs; and the first cut will necessarily come on the home-grown tobacco."

V. FERRIMAN.

TRYING TO CURE BLACK-ROT

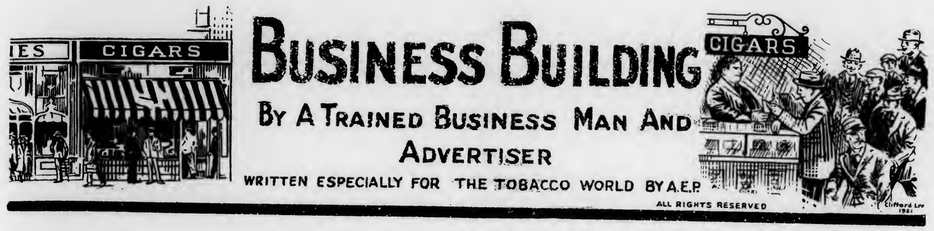
Mr. Hess, of the Lancaster Growers Association, is co-operating with the State Experimental Department, who are working on a plan to largely, if not entirely, overcome black-rot in Pennsylvania leaf tobacco, and from what Mr. Hess told your correspondent, it would seem that they have the right idea. What a thing of value it would be to packers of leaf if black-rot could be eliminated.

Apropos the above—a well known tobacco packer of Lancaster, who has had thirty years experience in packing tobacco and whose packings are much sought after, because of the care and close attention paid to the packing and curing of his tobaccos, had the following to say regarding black-rot: Over-ripe tobacco, that is, if not cut in field at proper time, loses something (like over-ripe fruit) and is bound to go wrong.

Again, in bulking and force sweating, usually not enough care is taken to tear down bulks, at just the right time, because if eight or ten days is the proper time to re-bulk, one must not wait twelve or fifteen days, or at the convenience of the packer.

Better drop all other work and attend to the most important part, that of seeing to it, so that when certain chemical changes are taking place in the tobacco, it needs close attention. Any one thinking that it is an easy matter to keep tobacco sweet and sound, better think again. It is an art not learned in a day.

JAY BEE.


CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
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A READER hands this department a bouquet. Says it is "wonderfully interesting." Thanks, gentle reader!

He also hands it a brick. Says "it needs a little more 'bite' to make dealers sit up and take notice." Thanks again; and though the brick smarts it is really more appreciated than the bouquet.

Friend Dealer! You and I are in the same boat. We have the same problem. That problem is—How can we break through the indifference of people?

How can you dress your store, your show window, yourself, make placards and make talk, with "bite" to it, so it will break down the indifference of people and cause them to enter, and buy, and buy, and buy?

How can I take these priceless business gems, which I continually seek and find, and how can I hand them to you in phrases that have "bite" in them, to cause you to sit up and take notice, to heed them, to utilize them in your business so you will rapidly grow to wealth and fame and power?

That's our problem—to get more "bite"—and its dern hard. If we shout, and throw our hands, and use explosive words, folks will say we are hysterical, and lack poise, and they will give us the absent treatment. Both of us. If we are mild, and soft, and gentle, they will say we both lack pep?

And there you are. This is a great world, and very few of us get out of it alive.

The only thing I know is for both of us to be as earnest as we can, as enthusiastic as we can, as energetic as we can, as "bitey" as we can, up to a certain invisible line. But don't pass that line. Don't!

If we do pass it we will lose our poise, our judgment, our guiding self-control, and repel interest instead of gaining it.

I propose to continue handing you business gems, advice, suggestions; enthusiasm to help you in your problems. Wonder whether I can ask you to reciprocate. Take your pen in hand and write me how I can hand these business gems to you in a more forceful, "bitey" and useful way than I am doing. And I will thank you every morning and evening for a thousand years.

"When I was a young man I was a great smoker—and am yet," said Dr. Alexander Graham Bell, the inventor of the telephone and numerous other things, as he lighted his pipe during a recent interview, and he chuckled good-naturedly at the memory.

"I am now seventy-five years young, still in the running, with every prospect of continuing awhile."

"My father, too, was a great smoker," he continued. "Perhaps his days were shortened by the noxious weed, for he was cut off at the early age of eighty-eight."

Dr. Bell, comes to the defense of the modern woman. And even the flapper looks good to his eyes. He says that the women are going to make good; that they, like every one on strange ground, must learn by experiments and that their fantastic dress and actions will have their day.

Note, please, the tolerance with which a smoker looks upon the follies and foibles of others. He is broad, sympathetic, considerate. The smoker realizes he is in a world of a myriad people, with countless tastes and habits. He would have it continue so, knowing a diversified world is happier and more prosperous.

If he didn't smoke perhaps he would be a reformer and urge the passage of a law to put every one in jail who didn't have the same tastes and habits he has.

I want to take a violent fall-out with that business writer, who wrote an article in one of the leading magazines, giving a harrowing and tear-falling description of a young man, who was courteous and kind to every one, who neglected his business interests to do favors without pay, and who joined the great mass of business failures and wreckage in consequence.

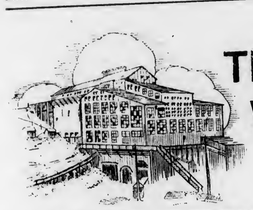
There is no doubt in the world but a man can overplay the courteous stunt, and ruin his business thereby, but such men are scarce, scarcer than billionaires in a county poor-house; and their judgment is so deficient that they need an attendant to lead them by the hand.

The dealer, who has a full cargo of smiles, courtesy, accommodation and good-fellowship, with a saving virtue of commonsense and judgment, is the dealer who is marked out by fate to receive the warm and priceless smiles of good fortune.

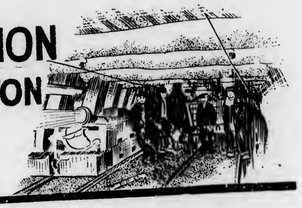
The world has had its season of cold-blooded dealing, of its policy that "business is business," of "attending strictly to my own affairs and letting others do the same," of "looking after Number One." And the pendulum is now swinging the other way.

It is finding that a person is a human being, wants to deal with human beings, and the more human, kind and courteous they are the more the world wants to deal with them.

The harder we pound this thought in our heads, and the more we practice it, the more pleasing will be the happy song of our cash register.



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., May 13, 1922.

PITTSTON, PA., has a new jobbing house known as the Traders' Tobacco Co. This new house is distributing "Rey-Oma" cigars, Sig. C. Mayer & Co., Philadelphia, and also the "Reynaldo" cigar.

Sperling Tobacco Co., Wilkes-Barre, are now distributors for "La Palina," made by Congress Cigar Co., Philadelphia, Pa.

Samuel Grabous, formerly owner of the Muriel Smoke Shop, Scranton, Pa., is now connected with the Imperial Cigar Co., Scranton, Pa., distributors of "Adlon" and "Mozart," Consolidated Cigar Co. Same is well known in this territory, which he is covering for the Imperial and should make many friends for his new line.

I find Gresh & Sons, Norristown, makers of "Meditation" cigars, is distributing direct throughout Northeastern Pennsylvania. They are working a Corona shape packed in tins in their cigars. I particularly note that this cigar is finding some friends in Hazelton and lower Luzerne County.

The Hilson Ries Co., "Kenway," are placing a five-cent cigar under the label of "Attaboy," attractively packed in tins 1/40s and selling direct to the retailer.

W. W. Houtz, Sunbury, have taken on the "La Palina," Congress Cigar Co., for the Sunbury section and I hear same is well placed in the better shops and is selling.

W. H. Coon Co., Scranton, Pa., distributors of "Robt. Burns" and "White Owls," General Cigar Co., is busy placing a five-cent cigar, "William Penn," which is being manufactured by the General Cigar Co., Tom Ryan, Wilkes-Barre, salesman for W. H. Coon Co., is kept very busy talking and selling "Owls," which are big sellers throughout Northeastern Pennsylvania.

I note some very attractive windows on "El Productos," which are distributed by the Scranton Tobacco Company, Scranton. This brand is a very active seller throughout the hard coal fields, which section is closely covered by the above mentioned distributors.

John Lee, who for a number of years ran the Hotel Hart, Wilkes-Barre, has given up that hotel and has now taken over the hotel Reddington Annex, and is doing a lot of remodeling and refurnishing. This is an old and well-known stand and Mr. Lee should, with his knowledge of the hotel business, add another attractive hotel to Wilkes-Barre's list of stopping places for the traveler.

Messrs. J. Vipont and Mr. William Anspach, presidents of the Scranton Tobacco Co. and the Reid Tobacco Co., respectively, were delegates from this section to the Tobacco Jobbers' Convention recently held in Washington, D. C.

"Blackstone" cigars, Waitt & Bond, now being distributed by the Dusel Goodloe Co., Philadelphia, are finding many friends throughout Eastern Pennsylvania, and it is now possible to get this famous cigar in most of the better shops, clubs and hotels. Waitt and Bond have a very fine advertisement on this brand in Atlantic City. At the corner of Kentucky Avenue and the Boardwalk they have put up a miniature factory with tropical settings and are producing this hygienically-made cigar and it can be seen by the consumer. This display is attracting large numbers of people.

Bayuk Bros. are placing their "Chas. Thompson" cigar, retailing at five cents. Their distributors, I hear, are selling many of this brand.

Dusel Goodloe Co., Philadelphia, are again able to offer the famous old "Pennsy" label at five cents, and I am informed by this distributor that since offering "Pennsys" as a nickel cigar they have been oversold on same. This cigar offers very big value for the price; it is a generous size perfecto and is a very mild and pleasant smoke.

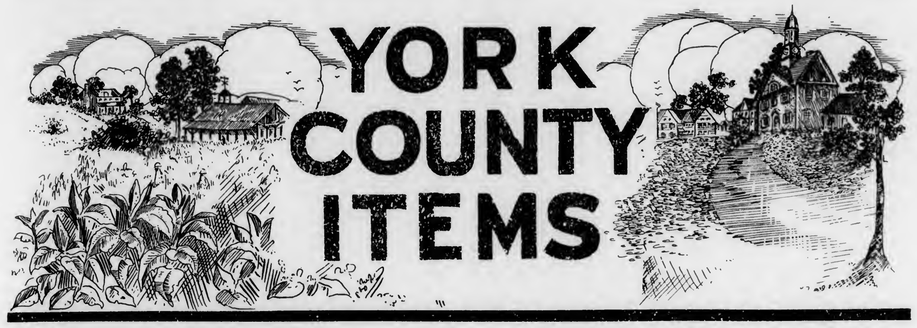
Manila cigars are again showing considerable life, particularly the newer importations, some of which I have seen show splendid workmanship. The "Zulma" Corona, sold by the Dusel Goodloe Co., is exceptional, as is their "Del Pacifico," large blunt, shade-grown, wrapped. In a five-cent Manila these two brands are winners in this particular class of cigar.

John C. Herman, Harrisburg, manufacturer of "King Oscar," has recently placed on the market two new labels, "1896," retailing at ten cents, and "Flor De Herman," ten cents and up. These two new cigars are very attractive goods and are well placed in the Harrisburg section, where this manufacturer has a large business on his "King Oscar." In addition to being a manufacturer he is the head of John C. Herman & Co., distributors of cigars, cigarettes and tobaccos, located in Harrisburg.

Harry Grover, Hazelton, Pa., Distributor of "Peyton Randolph," Feidler Cigar Co., and E. Poppers line, has moved to new and larger quarters, now located on Mine Street and South Wyoming.

The coal mining strike is beginning to affect business throughout the coal fields and the consumer is not spending so freely as of the first few weeks of the suspension of mining operation. At that time it was generally thought that the suspension would last at most one month. It is now beginning its seventh week and the operators and the labor unions seem to be just as far from an agreement as at the beginning; however, they are in conference and it is hoped that some just and equitable terms will be arranged and that the mines will soon be running again.

BLACK DIAMOND.



YORK COUNTY ITEMS

York, Pa., May 15, 1922.

CHAS. H. SIEKER, wholesale and retail cigars and tobacco, 275 West Market Street, had the following to say: "While trade in some lines might be better, I am still enjoying a very good business on my brands, 'Tom Godfrey,' being the leading 10-cent cigar, with my 'Sieker's Puritanos,' 10-cent running a close race." Also that with him, the best sellers are 8-cent, 10-cent and 2 for 25-cent cigars. Mr. Sieker is a very busy man, what with his own factory and store, he is also president of the Young & Busser Co., jobbers of cigars and tobacco, in Centre Square. This firm is one of the oldest cigar houses in York.

Arthur Corry has just received what is considered the largest single shipment of Florida Wrappers in this city. This shipment comes from Mr. Corry's warehouse in Florida and totals over seven hundred bales of wrappers. Mr. Corry is now in Florida, and has made large contracts for their 1922 Florida shade, which he will pack in addition to the crop being raised on his own farms. Many favorable comments are heard on the courteous treatment extended to buyers at this house, No. 5 East Clark Avenue.

Saylor Bros., 668 West Market Street, distributors for "Adlon" and "44" cigars, report business on these brands very good. The Saylor brothers are both hustlers and have built up a live business.

J. A. Doll Cigar Co., Mt. Wolfe, Pa., are busy turning out large shipments of their leading brand, "Eventual" 5-cent cigar. This is a handsome package, one of those bright colored labels which stands out and attracts attention in the showcase. This firm is operating three factories and is usually busy at each factory.

A. F. Fix & Co., Dallastown, Pa., report good business, particularly on their brands "Contract" and "King V," both high-grade nickel cigars.

W. H. Myers & Co., Red Lion, Pa., say that their trade is improving. The leading brands of this factory are the "Castle" and "Imperial Castle," both 5-cent cigars. Mr. Myers stated that they were endeavoring to produce in these brands, the very best values that is possible for a 5-cent smoke.

Bear Bros., Zionsview, Pa., report trade a little quiet, but look forward to better business. They make the "La Primada" and "Choice Made," both 5-cent cigars and certainly of very fine workmanship and quality goods. J. A. Bear, of this firm, is also justice of the peace of the borough.

B. M. Hannigan, of the East Prospect Cigar Co., who make the "Epco" and "Epco Havana Five," both being wrapped with imported Sumatra, stated that they were getting their share of orders. The "Airedale," "a dog-on good 5-cent cigar," is also running well. This firm operates fourteen cigar factories in the county, with the most of them running full time.

A few items from Lancaster, we usually tell them over there that Lancaster is only a suburb of York.

I. H. Weaver Co., Lancaster, have just finished packing a thousand cases, fancy crops, of 1921 Pennsylvania broad leaf. Herbert Weaver, of this firm, was recently married, and is now with his bride in the Bermudas. We venture to say Herb is not bothering much about tobacco. He is expected home about May 15th.

T. D. Shertzer Tobacco Co., Lancaster, reports business with them has been fair since the first of the year. They expect to pack about eighteen hundred to two thousand cases of the 1921 crop Pennsylvania broad leaf tobacco.

At the Minkoff Leaf Tobacco Co., 210 West Grant Street, Lancaster, J. M. Minkoff reports trade satisfactory with them and anticipates increased business. They carry a full line of imported and domestic tobacco, and if hustling and fair dealings mean anything they are sure to realize their desire, namely, to build up a good solid business.

Why be a "grouch?" Why do some people like to sing doleful tunes? One would think that there is no "such animal" as business, to hear the groans and sighs of some folks. Does a "grouch" ever get you anything? If instead of wasting time moaning about things that perhaps are not going just as you would like, why not stop for a little while and begin to count up the many good things that come your way, if you will go out to meet them, you will be surprised to know the numerous things that you can be thankful for; so instead of knocking and complaining over every little thing, try to smile away the little troubles that come to every one in a day's work. If worries look like mountains to you, smile and notice your mountains shrinking down to little mole-hills. Be a cheerful guy, not a funeral director; sing and whistle, and you will have the crowd with you. Knock and kick about everything in general, and there won't be any one around to listen to you; for, like in a storm, everyone runs for cover. But in smiling sunshine, everyone comes out to enjoy it.

(*Continued on Page 13*)

PHILADELPHIA.

NEW STEMMERY AND GARAGE FOR BAYUKS

Bayuk Bros., Inc., have acquired by purchase the four-story residence located on the southwest corner of Tenth and Bainbridge Streets, on a lot 84 x 109 feet. The assessed value is given as $30,000.

Within about two weeks the demolition of the residence will begin to make way for the erection of a three-story building, which will occupy the entire property. This will be used as a stemmery and in addition will contain a garage to house their great fleet of motor trucks and delivery cars.

The increase in business on Bayuk products has made necessary this additional stemmery.

LINK & CO. GET "LA MORENA"

Al Gumpert, of Gumpert Bros., was in Buffalo last week where he opened an account with Link & Co., one of the larger jobbing houses in that city, on their "La Morena" brand. "La Morena" sells for ten cents and up and is well known throughout the trade.

BUSINESS BETTER SAYS E. M. LAING

Edward M. Laing, of P. C. Fulweiler & Bro., who has just returned from an extended western trip outlines conditions as he found them. He states that there is a very perceptible improvement and he believes that the day is not far distant when "normalcy" in the cigar business will be re-established.

Mr. Laing observed a healty demand for staple brands, but a continued desire on the part of the smoker to get a big five-cent cigar regardless of what he might be getting in quality.

DUSEL, GOODLOE & CO. GET "OPTIMO" BRAND FOR ATLANTIC CITY

Ben Strauss, factory representative of A. Santaella & Co., of Tampa, visited this city last week and while here completed negotiations whereby Dusel, Goodloe & Co., become the exclusive distributors of the "Optimo" cigar in Atlantic City, N. J. Dusel, Goodloe & Co., have a branch house in Atlantic City, N. J.

President Paul Brogan, of this firm states that "Blackstone," "Webster," "Robert Emmet" and "Pennsy" brands, for which they are exclusive distributors in this territory, are all showing a gratifying repeat business. At the present time "Blackstone" is doing exceptionally well.

NEW ACCOUNTS FOR "EL PRODUCTO"

Ben Grabosky, of the G. H. P. Cigar Co., is very optimistic these days and speaks glowingly of the demand for the firm's brands and conditions as he finds them.

Some new accounts have been opened in Iowa and reports coming to the factory state that "El Producto" is going strong. All factories are now running on full time after a few had been closed down temporarily over a holiday.

SEVERAL SIZES OF "GIRARD" OVERSOLD

Antonio Roig & Langsdorf, are enjoying the pleasant sensation of finding the factory oversold on several sizes of "Girard" cigars. Here is an indication that business is on the upward trend.

General sales manager, Leo F. Weiss, will leave shortly for an extended trip through the Middle West.

"MADAME BUTTERFLY" IN FAVOR

Morris Cravis, of the Progressive Cigar Corporation, remarks on the favorable demand they are receiving for "Madame Butterfly" brand. He states that everything is now moving along smoothly and that their troubles have had a happy ending, all of which is gratifying to the friends of this forward-moving firm.

DAN OSTROW HAS "MI HOGAR"

Dan Ostrow, the enterprising cigar dealer, now located at 718 Market St., has recently acquired the distribution of the "Mi Hogar" brand and will act as the jobber in this territory. "Mi Hogar" is a high class clear Havana cigar made by E. P. Cordero & Co., of New York. Dan states that the brand is showing duplications which indicate that it is growing in favor with the smoker.

JOSE ALVAREZ FEATURING "DU BARRY"

"Du Barry," a cigar made of clear Havana long filler with a Sumatra wrapper, is being featured by Jose Alvarez, the well known cigar manufactured at Second and Chestnut Streets. It is manufactured in sizes ranging from $75 to $120 per thousand. Mr. Alvarez states that his observations are that the trade is showing a favorable tendency toward clear Havana cigars and that business as he sees it is gradually showing an upward trend.

NEW QUARTERS FOR DUNCAN & MOORHEAD

The well known jobbing house of Duncan & Moorhead, will on June 1st occupy new quarters at 622 Chestnut St. It is an interesting fact that Duncan & Moorhead have been identified with the neighborhood of Seventh & Chestnut Sts., for the past thirty-nine years.

SALE OF JACOB LANGSDORF'S SONS ASSETS

There was a large attendance at the auction sale of the assets of Jacob Langsdorf's Sons, Inc., which was held on the 12th. There was some spirited bidding. The receiver, Samuel Greenwald, did sot make public the results of the sale pending the check-up and verification. H. M. Zeldenrust, of Allentown, Pa., acquired the "County Chairman" label. The "Flor de Langsdorf" was bid in by the Langsdorfs.

BUSINESS QUIET SAYS A. W. VANDEGRIFT

Asa W. Vandegrift, president of Sheip & Vandegrift, Inc., cigar box manufacturers, does not see any very satisfactory increase in the demand for cigar boxes. He believes that the cedar box will return to its old popularity as the demand for higher grade cigars increase.

Joseph B. Wertheim, of the Webster Cigar Co., was in town last week, calling on the local distributor, Dusel, Goodloe & Co.

W. Taylor Marshall, Eastern Factory representative of the Speitz Cigar Co., Detroit, called on the local trade during the past week. He reports "Robert Emmet" moving in a satisfactory manner.

John B. Thatcher, president of the American Box Supply Co., Detroit, Mich., is in Philadelphia conferring with their Eastern representative, J. Reynolds Brady.

At the Delphia Cigar Co., Irving Loeb reports a splendid increase in orders for "Tedello" and states that he has added more hands to take care of the new business.

T. H. Hart, reports a very perceptible and gratifying improvement in business and finds the trade evincing a desire to increase their orders on his well known "Leda" brand.

EDWARD WODISKA WITH FORT MYERS FIRM

Edward Wodiska has recently consummated an arrangement whereby he joins the firm of Gonzalez, Mendez & Co., of Fort Myers, Fla. This firm operates a bonded factory and Mr. Wodiska will have charge of the sales and distribution. He will have in addition to the firm's brand, his own favorite "Dulce" which Mr. Wodiska has made known throughout the land.

FEDERAL TRADE COMMISSION DENIES REQUEST OF TOBACCO JOBBERS

Washington, D. C., May 15, 1922.
(By Telegraph)

The Federal Trade Commission today denied the request of the National Wholesale Tobacconists Committee for a trade practice submittal to discuss conditions in the tobacco jobbing trade.

C. L. LINZ.

York County

(*Continued from Page 11*)

W. S. Wanner Co., leaf tobacco, No. 2 East Mason Avenue, in Bill's own words, "We have just finished the packing of two hundred cases of as fine 1920 Pennsylvania fillers as were grown. These, with a couple hundred choice cases 1917 Pennsylvania fillers, give us an offering for our trade of excellent quality and perfect burning tobacco, and our prices are right."

H. F. Martin Tobacco Co., MacKenzie and Boundary Avenues. W. T. Patterson has charge of the leaf department, also looking after the selling end. Hiram Martin, who is on the Council Executive Committee of the Grand Council of Pennsylvania U. C. T., is looking forward to the annual session to be held at Erie, Pa., June 9th to 10th. Several others of the cigar and tobacco men of York are also expected to attend this session as representatives of York Council No. 351, U. C. T. This council has the distinction of having nearly all the cigar and tobacco men of York County on its roll of membership.

Chas. Garver, of A. Kauffman & Bro., cigar box manufacturers, reports continued improvement in the box business.

J. W. Gohn, of Wallick & Gohn, cigar box manufacturers, says that trade is showing signs of improvement with them.

Thanks. We like our new heading for York. That's more to our notion—for who ever would accuse a Yorker of gossip?

JAY BEE.

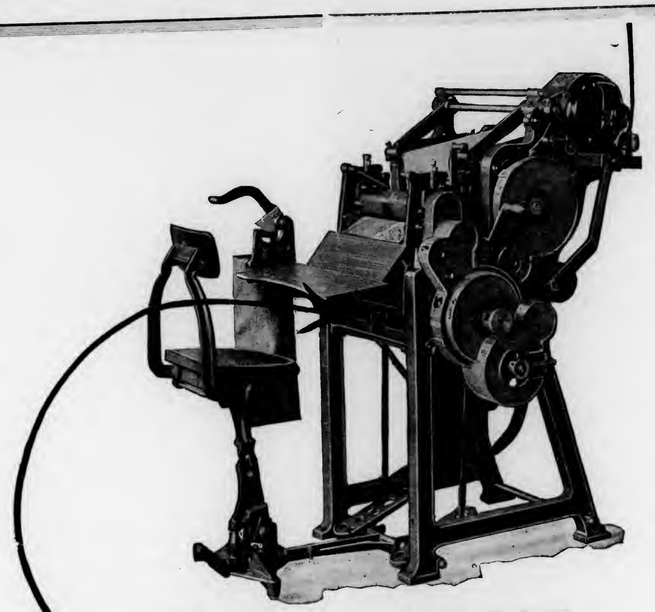
SWINDLER GETS TWO DETROIT DEALERS

Detroit tobacconists, have fallen to the tune of about $700 for a slick retail mail swindle. Thomas W. Haywood, who has been stopping at a downtown hotel, was arrested and locked up, charged with being the instigator of the scheme. Circulars were sent out offering cigars, cigarettes and tobacco at prices far below the current wholesale quotations. Dealers interested in these bargains were directed to send their orders accompanied by cash to the "Retailers Distributing Co., 296 Broadway, New York City." This place proved to be an office where desk room was rented to persons desiring a place to receive mail. Through the efforts of some of Detroit's most prominent retailers, associated with the Detroit Independent Cigar Dealers' Association, this scheme was brought to the attention of the postal authorities in time to save many more dealers who would fall for the scheme.

MIKE.

T. M. A. CONVENTION POSTPONED

The big gathering of the tobacco trade scheduled to be held at the New Willard, Washington, D. C., May 24th and 25th, has been indefinitely postponed owing to the fire which destroyed the convention and banquet rooms on the tenth floor. The repairs will require months. It is probable that the Convention will not be held before Fall. The Directors of the Tobacco Merchants' Association have not yet reached a decision as to the new date, but as soon as they do, Managing Director Dushkind will notify the trade immediately.



The Universal Model F

1922 INTERMITTENT TYPE

Tobacco Stem Crushing and Booking Machine

This machine crushes any fractional part, or the entire stem in the tobacco leaf, booking the tobacco (stem included) in one operation.

THE Model F. Machine can be used successfully on all of your smaller types of fillers and will save you 15 to 25 per cent of your filler tobacco. It will return booked at least 50 per cent more stock in a day than your best hand stripper.

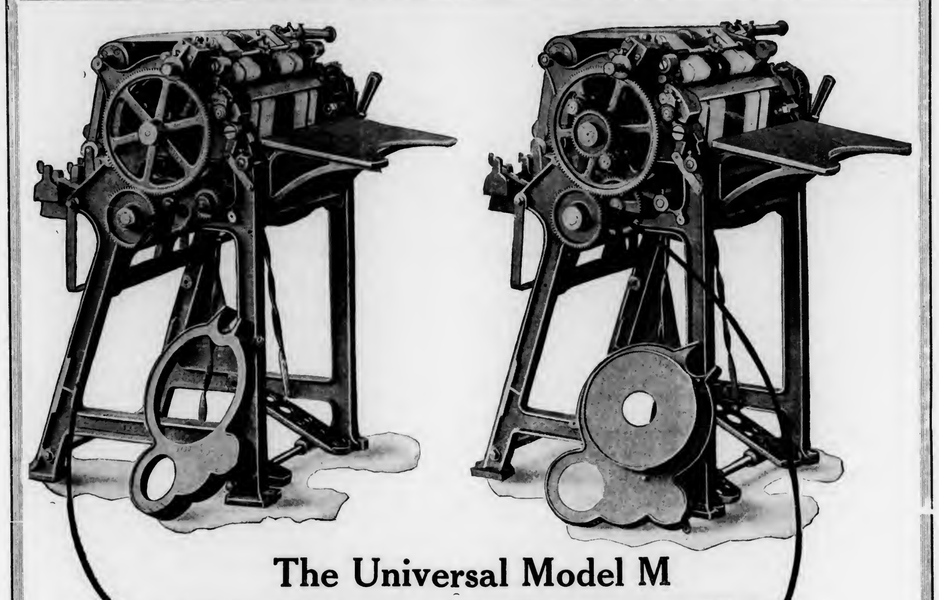
At the present price of tobacco, the Model F Stem Crushing and Booking Machine, will show a saving in the cost of production of from $3 to $10 a thousand.

A chemical analysis of cigar leaf shows that the stem contains exactly the same constituents as the rest of the leaf. (See U. S. Department of Agriculture—Bulletin No. 79.) With this fact in mind and considering the "old way" of stripping small fillers (butt stripping), it can easily be seen why the Model F Stem Crushing and Booking Machine has proven successful. May we install one or more Model F Machines in your factory and run a demonstration for you?

OUR NEW 1922 PRICES

The Model F Machine and Model P Folding Chair $550.00
Individual Motor Drive Equipment including ½ H. P. Motor 125.00
(Motor Drive Equipment $55.00, Motor $70.00)
Prices F. O. B. Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Company, 116 W. 32nd St. New York, U.S.A.



The Universal Model M

1922 PLANETARY GEAR DRIVEN TYPE

Tobacco Stripping and Booking Machine

The Model M Machine is a superior Machine in many respects, to our former Model M. Comparing the two is like comparing the 1922 Buick with the 1912 model.

THE great superiority of our 1922 Model M is due to the fact that it is a GEAR DRIVE MACHINE and by reason of this fact it offers the following advantages over the so-called old type Model M Machine

1st—Books fluffy pads.
2nd—Pads of stock do not slip on the drum.
3rd—Eliminates taping of drive rolls.
4th—Reduces cost of upkeep and lengthens life of machine.

The 1922 Model M Machine is also equipped with a double end stock lever.
Before purchasing a stripping machine, look over this new 1922 model.

We will install it and demonstrate its operation for you.

We Rebuild Old Model M Machines

To the manufacturer who has had several years use of one or more of our old type Model M Machines, we offer to rebuild his machine (or machines), incorporating these new features (Gear Drive and Double End Stop Lever), at our regular rebuilding price—$250. A rebuilt machine is the equivalent in every respect of a new machine. IT CARRIES THE SAME GUARANTEE AS THE NEW MACHINE.

OUR NEW 1922 PRICES

The model M Machine and Model P Folding Chair $550.00
Individual Motor Drive Equipment, including ¼ H. P. Motor 100.00
(Motor Drive Equipment $55.00, Motor $45.00)
Prices F. O. B. Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Company, 116 W. 32nd St. New York, U.S.A.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

CIGAR manufacturers are making a strenuous effort to impress upon members of Congress the necessity of throwing out the duty of $2.35 per pound, which is proposed for imported tobacco. Representatives of the manufacturers have been in Washington, within the past few days conferring with members of the Senate, especially those from the tobacco growing States, in an effort to impress upon them the seriousness of the situation.

Higher prices for cigars will be one of the results of the duty, it is declared. While a number of manufacturers recently have announced reductions in their prices they will be compelled to return to the higher prices. It is pointed out that cigars cannot be made exclusively of American tobacco to meet the desires of the American smoker. The domestic tobacco requires a Sumatra wrapper to secure the necessary blend and efforts to use American wrappers on cigars with domestic fillers have always failed.

The return of former Vice-president Marshall's five-cent cigar would be absolutely impossible under the duty, the manufacturers assert, but there will be other results even more serious in nature. American farmers, who raise tobacco will be the first to feel the pressure if the plan to increase the duty is adopted, the manufacturers say. With a tariff of $2.35 the manufacturers will either have to raise the price of domestic cigars or pay less for domestic tobacco. With fewer cigars being smoked than were smoked five years ago they do not feel they can raise prices without losing business so that the only alternative will be to reduce costs.

The continuance of the present high prices on Sumatra wrapper tobacco will result in many cigar makers being thrown out of employment, it is claimed, farmers will receive less money for their tobacco and less tobacco will be sold and factories will be closed and cigar jobbers and retailers will be affected. Finally, it is declared, the Government, instead of getting increased revenue from the higher duty, will get less, because of the lower importations.

While eight of the fourteen basic industries surveyed by the United States Employment Service showed a decrease in the number of persons employed in April, as compared with the preceding month, there is a gratifying increase in the other six industries, which more than offsets this reduction.

Figures compiled from the reports in the 1428 firms with normal payroll of 501 persons or more each, located in the 65 principal industrial centers of the United States show that the number of workers employed on April 30, totatled 1,616,834, an increase of 11,875, or 74 per cent., over the number employed on March 31.

Of the 65 cities in which these surveys were made, 40 report increases during April, the increases ranging from 16.8 per cent. in Chattanooga, Tenn., to 25 per cent. in Cincinnati, Ohio. One city, Providence, R. I., reports the employment situation to be unchanged and 24 cities report employment decreases for the month.

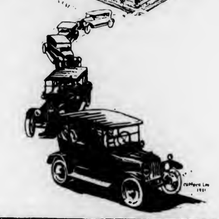
"The improved industrial conditions are gradually translating unemployment into employment," Francis I. Jones, director general of the employment service, states in the report. "Despite a few disquieting industrial features America is surely righting herself. April recorded an upward movement with industrial lines broadening out, which will show increased activity in May."

A marked expansion of the foreign trade activities of the Department of Commerce is planned for the fiscal year beginning July 1, when the increased appropriation recently provided by Congress becomes available. Plans for this expansion have been completed and Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, has announced that his bureau will be materially strengthened.

The daily number of queries on foreign trade problems addressed to the department has risen from about 600 to 700 last September to 1800 or 2000 at present. This threefold increase in the burden placed upon the department is a reflection of the growing interest in foreign trade on the part of the business community. It also seems to be an indication that the service rendered by the department is fairly satisfactory.

The activities of the Bureau of Foreign and Domestic Commerce have been further intensified by the rapidly increasing number of incoming reports from the consular service, whose co-operation with the Department of Commerce in the field of trade promotion has proven to be more and more effective. The daily number of such reports received by the bureau has grown from 70 to 120 in the course of the past ten months.

DETROIT



One Hundred "Las Vegas" Windows Put in by Worth Cigar Co.—Another Factory Necessary to Meet Growing Demand for "Webster" Cigar—"Tuval" Brand Featured at Bert Johnson's—Holton Distributing Co. in New Quarters.

Detroit, Mich., May 10, 1922.

DETROIT feels trade revival. Figures made public by the Employers' Association of Detroit show that manufacturers here employed one-third more workers than at the corresponding period of 1921, during the past week 4200 men were added to the working forces of 79 plants reporting to the association. Building for the month of April shows a decided increase over the same month last year, permits issued in Detroit totaling 2340, involving a construction outlay of $6,227,387.

The cigar industry has shown a decided increase since the beginning of the year, practically every factory in our city is working to full capacity and is behind on orders, every effort is being made to speed up production as orders are far ahead of their output at the present time. Detroit-made cigars are in popular demand throughout the country.

N. Weiss, vice-president of the American Cigar Company, is visiting our city on a tour of inspection of his company's factories.

Joe Mainze (L. & H. Stern, Inc.), New York City, is with us for a few days. Joe is showing the latest novelties in the pipe family and also adds that business is very good in his line.

F. W. Bailey (H. Anton Bock & Co.), "Don Antonio" cigars, is giving the city the once-over on his brand, and is also having some very attractive window displays placed in some of our most prominent stores. L. H. Stradley is the local distributor of "Don Antonio."

Irving Hahn (R. Steinecke Co.), the "Royal Primanos" of "La Bazina" with "Norma" in the "American Cabinet," "Aresco," "King Henry" in a "Liederkranz Cabinet," for a few days in Detroit before departing for Cleveland and other points.

Mose La Fond, of M. A. La Fond & Co., has returned from a ten days' trip to Oklahoma where he has been on a tour of inspection of his oil properties.

H. S. Lederer (A. Oppenheimer & Co.), the "G. B. D." man, was a recent visitor to the city and signed the TOBACCO WORLD register.

W. W. (Doc.) Rosebro, president of F. Vega & Co., "Las Vegas" manufacturers, has returned from a very successful trip to eastern points. "Doc" reports that "Las Vegas" cigars are proving a winner everywhere and are making more friends every day.

John P. Hemmeter, of the Hemmeter Cigar Co., has returned from New York City, where he has been calling on the Water Street packers.

One of Detroit's leading cigarists recently advertised for a saleslady and the following letter is one of the many replies:

"Dear Sir:

I have seen the add in the sunday papers and for a lady for cigars stand I am marred women 26 yers of age axperienced en that line of busenes son of you angot no body yet I would wery glad to take that gob please tell me hear from you soon I'll remain

????

P S neet looking."

Harley Davidson, Michigan representative for the Congress Cigar Company, "La Palina" cigars, is giving the city the once-over with the boys from Lee & Cady, Inc., local distributors.

J. Sadler (Perfecto Garcia & Bros.) was a recent visitor to the city of Detroit.

Tinkham Bros., Jamestown, New York, have taken on the line of famous "Las Vegas" cigars (F. Vega & Co.) for distribution in Jamestown, Buffalo and Rochester and the entire territory covered by their three branches.

Samuel Fisher, of Storm, Fisher & Co., was a recent visitor to the city of Detroit.

Dan Manheimer, of the Imperial Cigar Company, Lancaster, Pennsylvania, called on the retail dealers here this week.

Harry Bump, general manager of J. L. Marcero & Co., and "Doc" Watkins, president of the Watkins Cigar Stores Company, attended the wholesale confectioners' convention which was held at Saginaw recently.

Leo F. Weiss, sales manager for Antonio Roig & Langsdorf, manufacturers of "Girard" cigars, spent a few days in the city of Detroit conferring with J. H. Keogh, factory representative for the State of Michigan.

W. D. Walker (S. S. Pierce & Co.), Boston, Mass., was a recent caller on the Detroit clubs and retailers.

Louis Norman (Norman Bros.), manufacturers of "Judge Gainey" cigars, is now in the pedigree class. He's the real dog's "bow-wow," having had both ears cut is the latest bulldog fashion. One day last week Louis paid his favorite barber a visit for the usual hurry-up haircut. And to make himself solid, the barber was treated to a fine "Judge Gainey," which proved too much; hence, Louis with the clipped ears.

(Continued on Page 18)

Detroit News

(Continued from Page 17)

John Vant (Park & Tilford) has arrived in Detroit with his other shirt, also a brand-new spring overcoat that he picked up on the way West. He looked like real money and the Woodward Avenue "Flappers" had their optics on him until he removed his "Kelly." Then all bets were off.

Oscar Thompson (Morgan Cigar Co.), Tampa, Fla., "Juan De Fuca" cigars, is rusticating in our midst for a few days and showing a wonderful line "Made-in-Bond."

H. A. Budelman, supply buyer for the American Cigar Company, is making the rounds of the Detroit manufacturers in the interest of supplies for his company.

Henry Mazer, president of the Peninsular Cigar Co., has returned from a business trip to New York City.

One hundred very attractive windows on "Las Vegas" have been put in by the Worth Cigar Co. during the past two weeks in conjunction with other local advertising on this brand. "Las Vegas" cigars are proving to be very popular with the Detroit smokers and the retailers report this brand to be going to the front fast and solid.

Hi Hammer (Corral, Wodiska & Co.) has been spending a few days with us, and while here he closed up with one of our leading retailers on "La Duse" and "Manatia" brands. Hi says business is good with him and that he is looking forward for a big business this year.

Ed Mayer (E. Regensburg & Son) "Admiration" cigars, is here looking over conditions and doing a little specialty work on his brand. "Admiration" cigars are distributed by J. L. Marcero & Co.

R. M. C. Glenn, president Seidenberg & Co., was a recent visitor to the city, and while here conferred with Tom Powell, local booster of "El Roi-tan" cigars.

Tom Burke, the restaurant man, has opened another up-to-date lunch room at 2421 Woodward Avenue, where all the dishes he is famous for are served in the usual style. Tom has an up-to-date cigar department in his restaurants, and of course all the cigar peddlers are regular patrons for good "eats" and good "orders," for Tom treats them right.

The Greeters of Michigan, Chapter 29, G. of A., will hold a Maytime dancing party at the Hotel Statler ballroom on Monday evening, May 22d, for the purpose of raising money to make the guarantee to bring the National Convention to Detroit for the summer of 1923. Now get together, fellows, and help the Greeters out and help bring 3000 fellow Greeters to our busy city. Tickets, one dollar the couple. Ask any cigar salesman for a ticket—he has them.

The United Cigar Stores Co. have taken over the Gorman stand, located at the intersection of Lafayette Boulevard and Michigan Avenue, which was formerly occupied by the Harry W. Watson Co. as a retail store.

D. Emil Klein, president of D. Emil Klein Co., New York, N. Y., was a recent visitor to our city.

B. F. Pyle (Wohl & Comstock), Cleveland, O., called on the trade here this week with his line of "Dacia" cigars.

J. J. Warner (Grosvenor, Nicholas & Co.), "John Cotton" tobacco and "Treboro" pipes, paid his respects to the Detroit retailers this week and secured some fine business on his brands.

Soper's cigar store have a very attractive window display on "Idolita" cigars, which brand is proving a rapid seller.

Tom J. O'Connell, general representative for Schinasi Bros., is in our midst for a few weeks conducting a campaign on "Natural" round package of cigarettes. Tom has two able assistants with him, Messrs. Welfred S. Adams and Chas. F. Gaeta. The boys are certainly doing the work right and everywhere one looks "Natural"; rounds cigarettes have the place of honor on the dealers' cases.

The Webster Cigar Co. will soon begin construction on another plant, to be located on the west side of the city. Present plans call for a floor space of at least 30,000 square feet. The present plant is inadequate to take care of the fast growing business of the "Webster" cigar, which has proved a winner in every section of the country.

A candidate for the job of town marshal in Michigan in filing his "expense" account, confessed that he had hugged "49 old maids, kissed 126 babies and given away two pairs of suspenders." So we see the influence of the female vote in practical politics.

D. H. Moulsdale, sales manager for Sanchez & Haya Co., Tampa, Fla., has been with us a few days looking over conditions and booking many fine orders on his brands.

The Holton Distributing Co., distributors of "Reynaldo" and "El Moro" cigars, have moved into their new quarters, at 226 West Larned Street, which is up to date in every respect. A large humidor has been installed, with a capacity of 500,000 cigars. F. W. Holton informs me that he expects to add several other lines within the near future.

Harry Rinaldo (Central Cigar Mfg. Co.), New York City, is hibernating in our midst with his "Manhattan" cigars, which are distributed through J. L. Marcero & Co. I am told that Harry is putting in some real work here, owing to the fact that his wife is along to keep tabs on him—hence, "Manhattan" cigars are much in prominence.

"Tuval" cigars have the place of honor in the windows of Bert Johnson's stores this week, this being one of Bert's leaders and a very popular seller.

THE TOBACCO WORLD Register is located at Bert Johnson's, in the McMillian Building. Subscription blanks can also be had there for the asking. Sign up, and let THE TOBACCO WORLD be waiting at your home after the trip.

Yours truly,

Mike of Detroit

ABRAHAM BIJUR DEAD

Abraham Bijur, a national figure in the leaf tobacco industry and senior partner of the house of E Rosenwald & Bro., died on Monday evening, May 1st, in the Mt. Sinai Hospital, New York. He had been suffering from an abscess of the lung. He was forty-nine years old and had been associated with E. Rosenwald & Bro. for more than twenty years. Mr. Bijur is survived by his mother, two brothers and one sister.

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY

IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER

220 ELEVENTH AVE., NEW YORK CITY

WATCH YOUR BARRELS AND BALES

WHEN BUYING PORTO RICAN TOBACCO

THE GOVERNMENT NOW GUARANTEES

THE EXACT SOURCE OF

ALL TOBACCO EXPORTED FROM THAT ISLAND

TOBACCO STAMPS:

White—Genuine Porto Rican growth.

Blue— Mixture of Tobacco grown in P. R. and other countries.

Pink— Tobacco of foreign growth.

CIGAR STAMPS:

White—Mfd. in P. R. with Tobacco produced in P. R.

Blue— Mfd. in P. R. with Porto Rican and other Tobacco.

Pink— Mfd. in P. R. with Tobacco not a product of P. R.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

TAKE NOTICE THAT

Every package containing Tobacco Leaf, Scrap, or Cigars, either for domestic use or for export, must display a GUARANTEE STAMP.

The buyer of Tobacco or Cigars can now tell whether he is getting genuine Porto Rican Tobacco or an inferior Tobacco shipped into the Island and reshipped as Porto Rican.

Information about Guarantee Stamps gladly given.

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

126 Maiden Lane J. F. VAZQUEZ, Agent New York City

Tel. John 1379. Cable Address: GARANTOBA

CIGARETTE MACHINES **AUXILIARY MACHINES** **TOBACCO STEMMING MACHINES**

CIGARETTE PACKING MACHINES

Nearly a half century ago the original Cigarette Making Machine was offered by our Company to the manufacturers, thereby revolutionizing the Cigarette Industry.

Since then we have grown and developed, by serving the interests of our customers.

Today more than 5,000 of our machines are in daily use throughout the world.

Catalogues and quotations upon request

UNITED CIGARETTE MACHINE COMPANY
INCORPORATED
LYNCHBURG, VA., U. S. A.

Canadian Representative: GEORGE E. GOLDSTEIN, 310 Nicholas Bldg., Montreal
Cuban Representatives: LARRAZABAL Y CIA, Calle De Concordia No. 5, Habana

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

The whole secret of the popularity of Bayuk Cigars is Quality and the popularity of these brands makes their low price possible.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette St., Phone Franklin 3166

PRINCE HAMLET MAPACUBA
PHILADELPHIA HAND MADE
HAVANA RIBBON
CHARLES THOMSON

St. Louis Notes

St. Louis, Mo., May 10, 1922.

ST. LOUIS jobbers and retailers are finding an improvement in business that gives them a great deal of satisfaction and relief, and basing expectations of the future on present indications, they confidently anticipate a gradual and comfortable increase in production and consumption, leading to "normaley," that desideratum so long hoped for by every one.

Stix, Baer & Fuller, is making an indoor table display of "Velvet" tobacco in pound cans, which C. W. Schrick says is going rapidly. They have just put in an exceptional line of very attractive imported cigar and cigarette holders, retailing at from 50 cents to $10, guaranteed to suit any taste.

The F. R. Rice Mercantile Cigar Company has put out a new "Rice's Hand-made" cigar in a blue and gold lithographed can, the cigars retailing two for fifteen cents. This is a local concern, manufacturing high grade cigars. Mr. Strauss reports their "Mercantile" cigar is selling rapidly. He leaves shortly for a northern business trip.

A. E. Harms, of the Peter Hauptman Company, recently returned from a trip to the Washington convention. They are putting over quite a campaign on the "Currency" cigar, and selling them in a steady stream, having about forty salesmen running out of this territory.

A. Dallan of Wm. Demuth & Co., manufacturers of the famous W. D. C. pipe, will be a St. Louis caller about the 24th.

Enderle Drug Co., Grand & Olive, have a unique window display on the "Condax" cigarette, showing a burro with a "pack" of "Condax," representing frontier days when this was one of the modes of transporting supplies "out West."

J. A. Delvas, opposite the Public Library, has an attractive window display on the "Melba" cigar.

Wolfe-Wilson, is showing the "Embocado" cigar with a photograph of the ball team, the "Browns" of the year 1885, which has attracted many interested spectators.

Mr. Manheimer, representing the Imperial Cigar Company of Lancaster, Pa., is a St. Louis visitor.

Forest Park Highlands, opens Sunday, the 14th, and the Chas. P. Stanley Cigar Company has obtained the cigar privileges there. Workmen have been putting the Highlands in shape for the summer season, and a number of new amusements have been erected.

Moss & Lowenhaupt, have an exceptionally effective display in their Olive Street window of the "Dutch Masters" cigars, with a reproduction of the Rembrandt painting "Dutch Masters."

Robt. Breeder, of Arguelles Lopez & Bros., Tampa, Fla., is calling on St. Louis trade.

Mr. Brinkman, of De Putron Co., York, Pa., is in St. Louis.

Scruggs, Vandervoort & Barney show a fine window display of cigars, accessories, etc. These perfect spring days seem to be the source of considerable inspiration along this line.

F. E. Barnes, president of the Barnes, Smith Company, Binghamton, N. Y., passed through St. Louis last Friday, placing orders on the "Red Dot" cigars.

Robert Read, representing H. Fendrich Co., of Evansville, Ind., called on St. Louis trade recently.

The new cigar store at 8th and Locust, is displaying "Porto Rico" cigars, advertising a three-day special, at 95 cents per bundle.

Mr. Marlin, of the V. Gurra Diaz Co., who make Scruggs, Vandervoort & Barney's special, "S. V. B.," clear Havana cigars, has just been calling in St. Louis.

Sol Korn is in town placing orders on the "Luis Martinez."

Leon S. Boucher, of Joplin, Mo., one of the largest cigar manufacturers of Missouri, is paying a visit to St. Louis. Mr. Boucher reports a very pleasing sale on the "Flor de Leon," and says business in Joplin, is very good.

Mr. Dieckmeyer, of the Central Cigar Box Company, says there has been an increasing improvement in business the past 30 days. He says few changes in packings or prices are taking place and reports their plant at Webb City being kept busy.

C. J. Thorne, of the Wm J. Stickney Company, says while few changes are taking place, business in all lines is gradually improving.

NOVICIO.

JOHN H. PATTERSON DEAD

The death on Sunday, May 7, of John H. Patterson, founder of the National Cash Register Co., and of which he was president, until last July, removes from the field of industry one of its most remarkable figures. He died in a Pullman while passing through New Jersey enroute to Atlantic City, N. J.

The early beginnings of John H. Patterson, and his brother in founding the National Cash Register Company and making it pay, parallel the trials and tribulations of the beginnings of many other successful institutions of today.

Mr. Patterson believed in good salesmen and as a result instituted a course of training for them. He also backed them up with good advertising. On such foundation stones he built the wonderful institution called the National Cash Register Company.

The institution also does a splendid welfare work among its employes. They have their own shower baths, barber shops, school room and auditorium for entertainments, dining rooms, medical service, and, in fact, everything that will make for cleanliness and higher standards of living.

Mr. Patterson, was a great believer in the advertising power of visitors and at one time they entertained as many as 5000 to 6000 people weekly at the factories in Dayton.

Those who attended the convention of the National Cigar Leaf Tobacco Association, Dayton, O., on May 24th and 25, 1920, will long remember the genial figure of the then president of the N. C. R. Mr. Patterson, took a personal interest in the entertainment of the leaf tobacco men and had a special film made and shown to them in the auditorium. His greeting was cordial and his personal activities in connection with the visit to the factories, and the luncheon and entertainment which followed, showed his keen interest in what he said in addressing the association, represented, "a part of the industry which is the largest user of our products."

On the day of Mr. Patterson's burial two thousand school children of Dayton, tossed flowers before the funeral cortege.

F. LOZANO, SON & CO.
HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

FIDELITY CANS

Meet the demands of the Cigar Manufacturer, and the trade.

Because all of our containers must meet a high standard in material and workmanship.

Because we devote special attention to make our product a real *sales factor* for *you*.

Because we make deliveries at the time specified in your order.

Because our prices are low when you consider the quality of our product, and the service we render.

Tin Cans furnished either plain or lithographed, round or square.

FIDELITY CAN COMPANY
600-610 S. Caroline St., BALTIMORE, MD.
Before placing your next order, ask Smith for information

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

ARTABAN
MILD HAVANA CIGARS
MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA.

Smoke
C. H. S. CIGARS
The Best
5c and 10c
HAVANA CIGARS
in the World
MADE-IN-TAMPA
BY
VAL. M. ANTUONO

WAITT & BOND OPEN MODEL CIGAR FACTORY ON THE BOARDWALK

The world passing by on the Boardwalk at Atlantic City, will have the opportunity for the next few years at least, of inspecting a model cigar factory where the operations necessary to the manufacture of "Blackstone" cigars can be observed in all stages.

On Wednesday evening, May 10, a private showing was made and several hundred invited guests were present to watch the unusual spectacle of the manufacture of cigars by machinery, for "Blackstone" cigars are made mechanically by the famous fresh work cigar machine.

This model place is a daylight factory in every sense of the word, as its front and one side are composed of massive windows, which flood the building with light. The cigar-making machines, stripping and branding machines are all covered with white enamel while the operators of the devices are clad in spotless white from their white shoes and stockings to the white caps on their heads.

To one side is a comfortably furnished room for spectators. The room is arranged to represent a pergola, and on the wall are paintings descriptive of the tobacco industry from the planting to the shipping of the leaf. At the end of the room is the "end of the story," a verandah scene where several men are enjoying their "Blackstone" cigars.

Among the invited guests and visitors present were Mayor Bader, of Atlantic City; Harry Rothschild of Cullman Bros., New York; Mr. Haas, of Hartford, Conn.; Rufus L. Paterson, president of the International Cigar Machinery Co; William Good, superintendent of the Waitt & Bond factories; Willard G. Stanton, of International Cigar Machinery Co.; and numerous other prominent figures in the tobacco industry.

The genial Marcus Conlan, head of Waitt & Bond's advertising department, acted as host and explained the various operations of the different machines. President W. E. Waterman, was unable to be present, but arrived on the 11th, for the week-end.

Visitors to Atlantic City will do well to closely inspect this model factory. As an educational feature it should go far in illustrating to the smoker and the general public, the great advancement in the manufacture of cigars.

One thing that cannot help but impress the smoker is the sanitary features of cigar production by mechanical devices. To the great mass this factory will come as a revelation, for only a few, comparatively speaking, know of the progress that has been made in the industry along mechanical lines.

Waitt & Bond, are in the vanguard of progressive manufacturers and are reaping the reward, which they have justly earned by their faith and far-sightedness. Many months ago they changed their entire production from handwork to machine manufacture, and they had the courage to tell the trade immediately of the step they had taken.

Since the installation of the fresh work cigar machine, and they have more than one hundred of them, "Blackstone" production has passed far beyond the highest point under old methods. This is evidence in itself that the smoker is well satisfied with machine-made cigars.

This model cigar factory is located at Kentucky Avenue and the Boardwalk, Atlantic City, and is in operation morning, afternoon and evening, except Sundays. William Cook, is in charge of this complete factory. Go and see it!

Made to Endure

For three hundred years the walls and gates of old *Manila* have withstood the ravages of time. :: :: :: :: :: ::

The Spaniard built of honest stone and cement, and *Manila* is a monument to good workmanship and good materials. And he made his cigars in the same way at the beginning of the industry. *Manila* cigars are made the same way now.

The Philippine Government stamp on a box of *Manila* cigars means good tobacco, long filler, hand-made, Spanish method, to produce the kind of a cigar that will help to build a business reputation. :: :: ::

The *Manila* manufacturers and importers are laying the foundation for their brand building the same way the Spaniard built the City of Manila. ::

Built to Endure

LIST OF MANILA BRAND BUILDERS ON APPLICATION TO

MANILA AD. AGENCY, (*C. A. BOND, Mgr.*)
15 WILLIAM STREET NEW YORK, N. Y.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!
ON OUR TOBACCO STEMMING MACHINE
Cigarette Tobacco - Smoking Tobacco - Plug
100 MACHINES IN ONE FACTORY
WRITE FOR FULL PARTICULARS
TOBACCO STEMMING MACHINE CO., INC.
LYNCHBURG, VA.

MATHYS, ZADES & CO.
Exporters of Oriental Leaf Tobaccos
from
MACEDONIA—SMYRNA—GREECE AND THE BLACK SEA
Tobaccos from these districts always in stock at our Antwerp warehouse
Please write for Price List and Samples and compare our prices with the competition.
Head Office ANTWERP Belgium

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100,
Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

Minority Report on Tariff Bill

Washington, D. C.

BITTERLY arrainging the tariff bill as not imposing rates to measure the difference in labor costs here and abroad, but as based upon the principle of imposing rates supposed to measure the difference in the export selling price of imported merchandise and the domestic selling price of comparable or competing products produced in this country, the democratic members of the Senate Finance Committee has submitted a minority report to the Senate in which it is declared that America is as guilty of undercost production and underselling in foreign markets as are the foreign countries of whom American manufacturers complain as underselling American products in the United States.

"It is easy to understand, because it might be said to be a matter of common knowledge and the majority members of the committee could not have possibly overlooked it, that today selling prices neither in this country nor in foreign countries are measured by the cost of production," the report asserts. "Confessedly they are exceedingly out of balance with the cost of production. Profits constitute a far larger element in these selling prices than all other elements that may enter into or constitute a part of the cost of production. Indeed, sometimes, and often, these profits exceed by several times the cost of production, including labor and everything else. These conditions should suggest, even to the extremist protectionist and certainly to the committee, not the raising, but the lowering of the Payne-Aldrich rates.

"The rates therefore imposed in this bill are rates that in their operation, while not enhancing the price of labor or operating in any way in the interest of labor, will irresistably tend to the maintenance of present high profits and prices of which the people now complain and furnish an opportunity to further increase these prices while the power to further increase the rates vested in the President will operate as an invitation to invoke the exercise of these extra legislative powers when the prescribed rates are not sufficient to safeguard the protected producers against the risk of foreign competition in case they may wish to raise their prices above the level of the protection against such competition afforded by the rates written in the bill.

"If the invasion of our markets by foreign goods is to be ascribed to undercost production and underselling, then likewise the invasion of foreign markets by our products to a threefold greater extent must be ascribed to undercost of production and underselling. If we can undersell our foreign competitors in their own markets with all the advantages of the tariff against us, it cannot be that we can not compete with them without ruinous consequence in our own market where the advantages of the tariff are in our favor.

"We do not sell our goods in foreign markets at a loss. On the contrary, we are selling them at such a high basis of profit, that our manufacturers and producers show both zeal and eagerness to further extend their foreign business.

"If American goods can compete with foreign goods in the markets of the world, is it not folly to contend they cannot compete with these same goods in our own market without entailing national disaster, and does not the contrary contention in these circumstances smack of confidence-game hypocrisy?

"It is too clear to require any elaboration of statement or argument that the tariff taxes imposed in the bill upon the basis of the difference in the export wholesale price of like domestic merchandise are, when properly interpreted, nothing short of a legislative guaranty for the maintenance of existing prices and profits and an implied assurance to the industries thus protected that they may further advance these prices without incurring the risk of foreign competition, and to the latter end the President is given power to increase rates to the extent deemed necessary in that event to safeguard them against such outside competition as might otherwise result because of such increases.

"Undoubtedly the effect upon our export trade of any undue curtailment of imports will, on account of present economic and financial conditions in the balance of the world, especially in the countries of our Allies and enemies in the war, be more serious today and fraught with more danger to our national prosperity than at any other time in our history.

"The economic importance to us, as to any country, of a ready sale in the markets of the world of its surplus production cannot be overstated. Such markets have been the basis of our phenomenal prosperity and expansion during the last twenty-five years. The loss of these markets or their serious impairment must inevitably lead to reduced production and unemployment.

"These latter results cannot be gainsaid, because it is clear that the farmer, the manufacturer and the miner can give employment to labor only to the extent to which they can market their products. Unmarketed and undisposed of surplus means curtailment of production or a ruinously glutted market. Are we ready to face these fuinous portents?"

FRED SUSS JOINS SOL FURGATCH

Fred. Suss, until recently president of Jacob Langsdorf's Sons, Inc., of this city, has become interested in the firm of S. H. Furgatch & Co., manufacturers of the "Vega del Rey" and other well known brands. Mr. Suss is now traveling through the middle West.

NEW YORK DELEGATES CHOSEN

The New York Leaf Tobacco Board of Trade, has chosen the following delegates and alternates to attend the Convention of the National Cigar Leaf Tobacco Association to be held at the Hotel Ambassador in Atlantic City, N. J., on June 5th and 6th:

Delegates—William S. Brill, Joseph F. Cullman, Jr., Henry Fisher, Robert M. Gans, Maurice L. Gershel, I. M. Jacoby, Louis Leopold, George Levy, Percival R. Lowe, Joseph Mendelsohn, Henry Oppenheimer, Harry S. Rothschild and Phil. M. Wasserman.

Alternates—Frank A. Bach, Julian S. Bach, Ernest Ellinger, Howard L. Friend, Sol. Hamburger, L. Holzman, Jerome Kohlberg, Jos. Rosenberg, Jonas M. Rosenthal, Benno Rosenwald, Stephen G. Ruth, Milton Samuels and M. Schorin.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE:
1601 FIFTH AVENUE
P. O. BOX 501
YBOR CITY STATION

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YORK

YANKEE
BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide
Millions of nationally known brands are now being made in factories equipped with this machine.
The original cost is so small you cannot afford to buy any other machine.
American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

TAL-SPIN:—42,549. For cigars. April 22, 1922. The Mutual Cigar Co., Denver, Col.

BORALDO:—42,550. For all tobacco products. March 16, 1922. American Litho. Co., New York City.

TEN PACK:—42,551. For all tobacco products. March 11, 1922. American Litho. Co., New York City.

TEN PAK:—42,552. For all tobacco products. March 11, 1922. American Litho. Co., New York City.

MARY WAYNE:—42,553. For cigars and cigarettes. April 13, 1900. The American Label Co., New York City.

CALIFORNIA HIGHWAY:—42,554. For cigars. April 19, 1922. Frank F. Miller, Los Angeles, Cal.

TUERO. Y. HERMANOS:—42,555. For cigars, cigarettes and tobacco. April 8, 1922. J. H. Brener, Detroit, Mich.

RED O:—42,562. For cigars. April 7, 1922. Mi Lola Cigar Co., Milwaukee, Wis.

FRECKLES:—42,564. For cigarettes and tobacco. Apri 7, 1922. McElwee-Martin Tob. Co., Inc., New York City.

MAJESTY:—42,565. For pipes. April 27, 1922. United Cigar Stores of America, New York City.

MAJESTIC:—42,566. For pipes. April 27, 1922. United Cigar Stores Co. of America, New York City.

THE KING:—42,567. For pipes. April 27, 1922. United Cigar Stores Co. of America, New York City.

DORWASA:—42,568. For cigarettes. April 22, 1922. Dorwasa Cigarette C., New York City.

SECRETARY A. L. LANGTRY:—42,569. For all tobacco products. April 24, 1922. American Box Supply Co., Detroit, Mich.

BESCO:—42,570. For all tobacco products. April 14, 1922. Bennett, Sloan & Co., New York City. Trade-mark claimed to have been in actual continuous use for the last fifteen years.

BAER'S QUALITY CUTTINGS:—42,571. For smoking and chewing tobacco. April 24, 1922. The Mendelsohn Co., Inc., Cleveland, Ohio.

THE OLD OREGON TRAIL:—42,572. For cigars and tobacco. April 14, 1922. Chas. I. Flynn & Co., Baker, Ore.

TOKAJI:—42,573. For all kinds of smoking and chewing tobacco. April 24, 1922. H. Rippen, Perth Amboy, N. J.

TRANSFERS.

VILLA DE CUBA:—20,031. Trade Mark Record. For cigars, cigarettes and tobacco. Registered December 16, 1898, by Geo. S. Harris & Sons, New York City. By various transfers acquired by R. M. Cabarrouy, and re-transferred to Villazon & Co., Tampa, Fla., on March 10, 1922.

ARMAS DEL MUNDO:—39,702. Tobacco Merchants Association. For cigars, cigarettes, cheroots and tobacco. Registered April 13, 1916, by American Litho. Co., New York City. By various transfers acquired by R. M. Cabarrouy, and re-transferred to Villazon & Co., Tampa, Fla., on March 10, 1922.

EL CEDRO:—27,152. (Tobacco Journal). For cigars, cigarettes and tobacco. Registered May 1, 1903, by American Litho. Co., New York City. By various transfers acquired by R. M. Cabarrouy, and re-transferred to Villazon & Co., Tampa, Fla., on March 10, 1922.

VILLAZON:—37,577. United Registration Bureau. For cigars, cigarettes, cheroots and tobacco. Registered June 28, 1912, by American Litho. Co., New York City. By various transfers acquired by R. M. Cabarrouy, and re-transferred to Villazon & Co., Tampa, Fla., on March 10, 1922.

NOBEMA (NONE BETTER MADE):—37,510. United Registration Bureau. For cigars, cigarettes, cheroots and tobacco. Registered June 11, 1912, by American Litho. Co., New York City. By various transfers acquired by R. M. Cabarrouy, and re-transferred to Villazon & Co., Tampa, Fla., on March 10, 1922.

LA DOCILLA:—37,474. United Registration Bureau. For cigars, cigarettes, cheroots and tobacco. Registered May 14, 1912, by American Litho. Co., New York City. By various transfers acquired by R. M. Cabarrouy, and re-transferred to Villazon & Co., Tampa, Fla., on March 10, 1922.

NEW COMER:—28,613. (Tobacco Journal). For cigars, cigarettes, cheroots. Registered March 29, 1904, by Schmidt & Co., New York City. By various transfers acquired by The Mueller & Son Co., Milwaukee, Wis., and re-transferred to the Famo Cigar Co., Milwaukee, Wis., on April 17, 1922.

D. L. WING TO ASSIST HOOVER

David L. Wing, formerly with the Federal Trade Commission, has been appointed an assistant to Secretary of Commerce Hoover and will be in charge of all the department's trade association activities. The announcement recently that the Department of Commerce was anxious to confer with all trade associations regarding co-operation in the gathering of statistics, information regarding foreign trade, etc., has resulted in a number of organizations asking for conferences which the crowded calendar of the secretary will not permit him to hold. He has therefore designated Mr. Wing to meet with the representatives of the associations and to work out with each association individually the best method in which the organization and the department can co-operate.

Because of the different activities of the various associations no formula can be advised for working out a program that will apply to all, and it will be necessary to do this association by association.

HICKEY BROS. INSTAL A RADIOPHONE

Hickey Bros., live wire cigar dealers of Davenport, have recently made arrangements for the installation of a radio service in one of their stores. An amplifier will be used and customers will be able to get the benefit of immediate information regarding the results of all sporting events as well as the programs of the various sending stations. The apparatus will be capable of receiving from all American broadcasting stations.

LOUIS LEOPOLD SUCCEEDS FRED GRIFFIN

Louis Leopold, who has been active in the American-Sumatra Tobacco Company for a number of years, was recently elected to the vice-presidency of that firm following the resignation of Fred. B. Griffin. Mr. Leopold has a wide knowledge of the tobacco industry acquired through years of experience and this well deserved promotion is very pleasing to his many friends in the trade.

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :- Ohio

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

OUR
1921 CROP
OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

We invite inspection at our offices, or samples cheerfully forwarded upon application

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

JUNE 1, 1922

VOLUME 42 NO. 11

THE TOBACCO WORLD

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GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Turkish porters loading lighters with native tobacco.

Drying Domestic tobacco before storage.

Domestic tobacco is aged for two years in storage warehouses.

The Turkish and Domestic tobaccos are skillfully blended.

Each of these machines makes over 400 Chesterfields a minute.

A Camera Story of the making of a great Cigarette

NEARLY anyone can make a cigarette. Just take some tobacco, roll it in paper, moisten the edge, and there you are!

But to buy tobaccos, then to cure, condition, age, blend and "make"—that is quite another story.

The buying of tobaccos is a business in itself. Only practical buyers can tell when the leaf has been properly grown and cured. Only "old hands" at the factory know when the tobaccos thus selected have been brought to the right "order" or condition for storage. And only experienced blenders know how to balance the different tobaccos, one against another, for aroma, for body, for taste.

Yet these are but a few of the many important steps in the making of a good cigarette. There is not space to tell you of the care and cleanliness in every step all along the line—nor of the enormous investments in tobacco, factories and equipment that have made possible this truly great cigarette.

But remember this—taste *is* a matter of *tobacco quality*, and Chesterfield contains the finest selection of high-grade Turkish and Domestic tobaccos ever used in a cigarette selling at this price.

They Satisfy

Chesterfield

CIGARETTES

—of finest Turkish and Domestic tobaccos—blended

(Copyright 1922 Liggett & Myers Tobacco Co.

Their Quality has wiped out price distinction in cigarettes

Quality

20 for 15¢

You can't help but like them!

They are DIFFERENT — *They are* GOOD

CIGAR MANUFACTURERS ASSOCIATION OF TAMPA

IDENTIFICATION STAMP

This stamp on each box protects the trade

Demand it on your goods

THE NAME "TAMPA" SYMBOLIZES HIGHEST QUALITY AND FINEST WORKMANSHIP

Tampa is just a few hours removed from Havana, so it is natural that the workmen employed in our factories are likewise frequently employed in the Havana factories. The manufacture of QUALITY CIGARS is a science, acquired almost from childhood and is traditionally shared alike by the workmen and the manufacturer.

THE TAMPA "IDENTIFICATION" STAMP

Shows your good faith—Reacts to your benefit

The Celebrated Dill's Best

Long Cool Smoke

Dealers CAN NOW GET DILL'S BEST THROUGH ANY REGULAR JOBBER

J. G. DILL CO., RICHMOND, VA.

SHEIP & VANDEGRIFT INCORPORATED

NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE

812-832 N. Lawrence St Philadelphia, Pa.

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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FOR SALE—UNUSED UNIVERSAL STRIPPING AND BOOKING MACHINES. Latest model. Price very reasonable. Address Box 447, care of "Tobacco World."

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

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LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

WANTED TO PURCHASE—Discontinued Labels in any quantities. State quantity and price. Address Box 443, care of "Tobacco World."

WANTED—TOBACCO SCRAP MACHINE. Strickler make preferred. Address Box 33, Dallastown, Pa.

The Tobacco World

Established 1881

VOLUME 42 JUNE 1, 1922 No. 11

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Manufacturer of
THE NEW
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HAVANA CIGARS
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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They are **Good!**

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Clear Havana Cigar
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LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

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MONROE JARRETT SONS
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ABOVE ALL
BOLD

NOW
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The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
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STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Established 1881

Number 11

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 1, 1922 Foreign $3.50

EDITORIAL COMMENT

IF the retail dealers of the country are sincere in their desire to sell cigarettes at a profit, then they will lose no time in following the lead of the "United" and "Schulte" chain in restoring such brands os "Lucky Strike," "Chesterfields" and "Camels" to 17 cents a package, which is a legitimate price for them.

The chain stores are in business to make money, and we presume the independent dealers are inspired by the same desire. To sell cigarettes at a loss in hundreds of outlets pays no dividends to the holders of chain-store stock. As a matter of fact, our observation has been that the chain stores are anxious to maintain their prices at a profitable point. Cutting, as far as they are concerned, has been forced on them rather than instituted by them.

The critics of the chain stores now have an opportunity to conduct their cigarette business at a profit and will not have to continue their price-cutting "because the chain stores are doing it."

While it is true that the restoration of prices as far as the chain stores are concerned, affects, at this writing, only the metropolitan district of New York, nevertheless it is safe to state that wherever the independent dealers see fit to restore the 17-cent price the "United" and "Schulte" will back them up by doing likewise. The sooner the independent trade comes to its senses, the sooner the unfavorable condition in the cigarette industry will be cleared up.

As Secretary Kennedy, of the Detroit Independent Cigar Dealers' Association, says: "What we need today is confidence and enthusiasm rather than suspicion and pessimism."

IN EVERY industry there are some men who by their very nature become outstanding figures. Such men are earnestly interested not only in the success of their individual business but in the success of their industry, for the reason that as the industry becomes more successful the individual receives his fair percentage of benefits.

Men of this calibre are unselfish, always willing to lend a helping hand to the earnest worker and to give of their time and money to every cause of a constructive nature.

It is a general observation that men of such breadth of vision can always find time to do one more thing, assume one more responsibility.

Characters such as this cannot fail to gain for themselves the respect and affection of all who come to know them.

Such a man was Asa W. Vandegrift.

Not only was he a prominent and progressive worker in the cigar box manufacturing industry, but he was a warm friend of his customer, the cigar manufacturer. His activities, however, did not end with his business—in fact they only began there. His hand directed many charities where his name was not known. Hundreds were helped directly and indirectly by him. He was generous of his time and effort in every worthy cause. He crowded into his lifetime the work of ten men of average ability.

His gospel was the brotherhood of man. He lived his gospel and fought for it. Whence comes another to carry on the splendid work he so nobly begun?

ADDITIONAL LINES FOR WORTH CIGAR CO.

Two very celebrated and well-known brands have been added to the brands being distributed by the Worth Cigar Company, Detroit, Mich.

In clear Havana, they have added the "Charles the Great" (Salvador Rodriguez) which brand is accredited as being one of the leading clear Havana cigars.

The other brand added is the "Optimo" (A. Santaella & Company), which will be distributed throughout Michigan featuring many popular sizes. This cigar is shade-grown, wrapped with clear Havana filler, and is a nationally advertised brand of many years' standing of quality and merit.

The addition of these two brands unquestionably proves that the Worth Cigar Company will be a house of quality and serve the trade with cigars of distinction.

TAMPA

Veritas Sees Production Increasing in Tampa—Orders Growing Daily—Clear Havana Factories Busy—Val Antuono Behind on Nickel Brand

Tampa, Fla., May 27th, 1922.

AT LAST, the raining season has been inaugurated by moderate showers in the city and surrounding country, to the great joy of urbanites and farmers, to whom the expectation of good crops is assured. Coincident with the rains for the fields and groves, a liberal sprinkling of orders on the offices of the cigar factories of Tampa have dispelled the dry gloom (one of the worst kind of glooms) that obscured for some time the hitherto clear skies of our cigar industry.

There are two infallible signals to detect this improvement of conditions, and these are the output of the cigar box factories, and the sale of identification stamps of the Cigar Manufacturers' Association; and both show a very substantial increase during the present month, over the previous month of April.

While the demand for Tampa-made cigars has increased its production to some extent, it is evident that some concerted effort must be made to reach the desired goal of full capacity. Various methods are suggested, some of them plausible and some objectionable; but every one of them ineffective if put in practice without the foundation of general intelligence and co-operation. One of them is intensive advertising; but powerful as it is, would not suffice to surmount the difficulties to be encountered in the field of production. Another is the reduction of wages to cheapen production; but aside from the resistance the workers will oppose to starvation, the use of cheap labor and employment of auxiliary machinery in other localities, would nullify the effort.

What is really needed to establish permanent standards and prosperity for all those interested in the cigar industry, is to stop the mad war in prices that has been going on for some time lately, with all its nefarious consequences of stagnation, despair and ultimate ruin.

It is a good omen that organizations of the importance of the National Wholesale Tobacconists Association, and powerful concerns like the United Cigar Stores, Schulte and Liggett, have taken a firm stand against the nonsensical cut price in tobacco products, and that the same spirit has permeated such important centers of distribution as San Francisco, Detroit, Minneapolis, Pittsburgh and the New York East Side dealers. It is evident that a tremendous evolution is started in the right direction; but it lacks centrifugal power to move the complicated machinery of the tobacco industries to work accurately and gain the necessary momentum to accomplish results.

It occurs to the writer that the only way to create that centrifugal power would be to have a national convention of representatives of the tobacco industries, specially of the cigar industry, in order to create a national organization by which, greed, trickery and unfair methods could be eliminated forever from this field of endeavor, in which so many millions of dollars are invested, and from which so many millions of American workers derive their livelihood and that of their families. There are many other problems to discuss and to solve in such a convention equally important. The psychological moment to act has arrived and is only waiting for the initiative of some man from some one of the cigar production centers. Who will this be? That is the question.

Coming down to earth from my preaching perch, I wish to announce the return of Jorge Leon from his extended trip to the South and Middle West, where he got a good supply of up-to-date knowledge of trade conditions and substantial orders. George believes in progressive evolution in business, and thinks that by the adoption of new methods, there is ample room for all to make money and be happy.

Jerome Regensburg is another of the back-to-the-factory arrivals, and with him, the pushing of some new sizes in great demand by the trade.

Enrique Pendas, local head of the three large factories of the Havana-American Company and recognized leader of the Tampa cigar industry, will leave tomorrow for Cuba to visit the company's tobacco plantations in the Vuelta Abajo section, inspect the "escojidas" and select the immense supply of choice tobaccos he needs to fill the requirements of the factories under his care and control, according to his personal methods and ideas. He will be away for about two weeks.

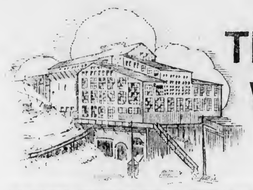
Senor A. L. Cuesta, head of Cuesta, Rey & Co., will leave soon for Spain to spend the summer with his wife and daughter. A. L Cuesta, Jr., an almost exact duplicate of his dad, in physique and ability, will keep up the gait of production at the factory as efficiently as if his father would be about.

At Marcelino Perez & Co., of "Tuval" fame, everything is going on with clockwork-like precision, as smiling Joe Perez says.

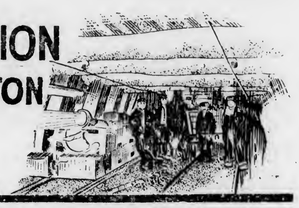
The Preferred Havana Tobacco Company is turning out 20,000 cigars a day of one size only, besides their other regular output.

The New York-Tampa Cigar Company is contemplating to reopen their former big factory in West

(*Continued on Page 21*)



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., May 29, 1922.

MR. THOMAS CARLIN, representing Yocum Bros., Reading, Pa., has placed "Y-B's" with J. B. Yeager Sons, Wilkes-Barre, and is assisting this distributor in distributing same. This cigar is packed in a 1/20 tin of very attractive packing and is meeting with much success. Tom is an old cigarette man and understands the method of introductory placement.

M. Kaufman, Carbondale distributor of "Marie Antoinette" cigars, suffered considerable loss in his cigar stock recently, resulting from a fire in adjoining hotel property.

The Moreline Cigar Co., of Easton, Pa., for the past year have been placing and selling direct to the retail trade a very good looking two for 15 cents cigar, "Planters' Delight." Packed 1/10 in wood this cigar has become very popular in Northampton and Monroe Counties and nearby counties of northern New Jersey.

"White Owl" cigars are selling wonderfully well since the price change. It was, however, a big seller at all times, but I am told by retailers that they are selling bigger than ever. W. H. Coon & Co., Scranton, Pa., are the distributors of the General Cigar Co. here in the Wilkes-Barre-Scranton section.

Warren, Moran & Harper, Scranton, Pa., who for a number of years were confectionery wholesale dealers, have recently been added to the direct list of most of the big tobacco companies and have taken on several cigar lines among them "E. I. Verso" cigars as a feature brand as well as Gresh & Sons' "Meditation."

The Imperial Cigar Co., Scranton, are now the distributors for the Wilkes-Barre and Scranton sections of "Peter Schuyler" cigars. This house also has the Consolidated line, "Adlon" being a very big brand in Lackawanna County.

J. Breast, representing "El Dallo," was a recent visitor to the coal fields, looking for a live distribution for his brand.

Sperling Tobacco Company is working "La Palina" and from their placement of this cigar to date, they have featured the glass jar package.

The Keystone Tobacco Merchants' Association, of northeastern Pennsylvania, seems to be holding together and things are running along smoothly, under the able leadership of Mr. Clarence Lindner, of the Reid Tobacco Co., Milton, Pa., who is its president.

"Red" Keating, Pittston, Pa., is now selling in the coal fields, Growley's "State House" cigar and I find it is selling in some stores.

Dusel, Goodloe & Co., Philadelphia distributor of "Webster," the Webster Cigar Company's brand, has placed this wonderfully good cigar with its customers and especially the big hotel and club trade, and it is finding many friends. This is a wonderful cigar of the Java wrapped class of the better kind.

The Trader's Tobacco Company, Pittston, a new jobbing house, has taken on "Reynolds" cigars. They are also distributors of Sig Mayers' "Rey Oma" brand.

J. Goldhaumer, Allentown, Pa., is featuring the "Pacemaker" cigar at 5 cents, having bought a large lot of this good brand. This is one of the many good specials that he offers to the trade from time to time.

The Wilkes-Barre Cigar and Tobacco Company, distributors of Bobrow Brothers' "Topic" and "Bold" cigars is now busy placing their "Recall" at 5 cents packed 1/20 in tin.

Eli Bull & Co., Wescopack, Pa., now has "Reference," a 5-cent cigar for lower Columbia County. This company also distributes the "El Rector" cigar, Bressler Cigar Co., Freeland, Pa.

The inactivity of the coal mining industry has affected business generally throughout the hard coal fields and particularly in the cigar. The cigar consumer, the dealers say, are buying pipe and smoking tobacco and less cigars. It looks as though the suspension is to be a strike as neither the operators or mine labor heads have reached any satisfactory adjustment of their differences as to the wage scale. The operators request that the miners accept a 21 per cent. reduction, and the miners request a 20 per cent. increase and additional features that they desire incorporated in the new agreement. Let us hope that they will soon agree.

BLACK DIAMOND.

PUMPELLY-HOWE COMPANY INCORPORATES

The Pumpelly-Howe Co., Owego, N. Y., has taken out papers of incorporation under the name of the Pumpelly-Howe Tobacco Co., Incorporated. The officers are Harold Howe, president; S. A. Pumpelly, vice-president; H. A. Pumpelly, treasurer; D. R. Lowry, secretary.

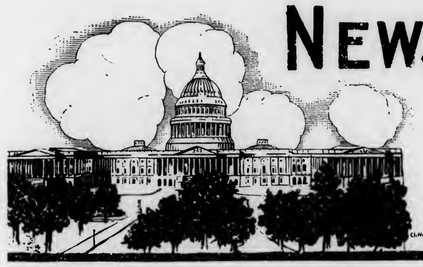
The company is concentrating on five-cent cigars. They are equipped with the new machines for manufacturing cigars, and were among the first in the country to adopt them.

CIGAR LEAF MEN MEET IN ATLANTIC CITY.

The stage is set for the convention of the National Cigar Leaf Tobacco Association in Atlantic City on June 5th and 6th. A good attendance is already assured and the meeting will go down in the annals of the association as one of the best on record.

The meetings will be held in the Oriental Tea Room of the Ambassador Hotel from 9.30 a. m. to 1.30 p. m. on the mornings of the 5th and 6th. The annual banquet will be held at the Ambassador on the evening of June 5th.

Percival R. Lowe is chairman of the Entertainment Committee which assures all those in attendance of an exceptional good time.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DESPITE the showing made by the National Wholesale Tobacconists' Committee that Government intervention to stop the price-cutting war is absolutely necessary, the Federal Trade Commission has denied the request for a trade practice submittal. It is stated in Washington that instead of taking the action sought by the jobbers to eliminate price-cutting, the Federal Trade Commission has docketed applications for formal complaint against practically every large association of tobacco jobbers and the principal tobacco manufacturers in the United States on the charge of conspiring to fix prices.

The Federal Trade Commission is bringing to the fore development of its recent investigation into the tobacco industry where it was discovered, the Commission alleges, that with the exception of one large manufacturer, the "big four" manufacturers entered into a conspiracy with associations of jobbers throughout the country to keep prices at a certain level. Meetings and conferences were held by the jobbers and manufacturers and agreements were reached, some of which were in writing and are now in the hands of the Commission as evidence, as to prices and discounts.

The refusal of the Commission to grant the trade submittal must not be taken to mean that they approve of cutting prices below cost, officials of the Commission point out. It believe that if a dealer or manufacturer cuts his prices below cost with the intention of injuring a competitor in any way it is an unfair method of competition, and if proven, formal complaint will be issued by it. But specific cases must be mentioned and proof given. This has been borne out by numerous similar cases before the Commission, and many cases have been taken up where the intent of the price-cutter was proven to be a desire to stimulate business and for other causes. In such cases nothing can be done. In this case instead of "jacking up" those jobbers who, it is charged, are cutting prices to further their own ends, which price-cutting is not in the interests of good business, the Commission is apparently "going after" the manufacturers and jobbers whom they allege are parties to an agreement to keep the prices up. In its recent report to the Senate on the tobacco industry, the Commission said: "In cases where the evidence discloses reason to believe that there has been a violation of any law which it is the duty of the Federal Trade Commission to enforce, the Commission will take appropriate action." On the face of this it may be assumed that complaints will soon be issued.

Reduced rates on all class commodities, effective July 1, were announced on May 23 by the Interstate Commerce Commission. The rates of reduction vary for the different territories but in effect, it is declared, figure out as a general reduction of 10 per cent. The order also fixes 5¾ per cent. as the fair return upon the aggregate value of the railway property to the carriers, effective from March 1, last, instead of the 6 per cent. fixed under the Transportation Act of 1920.

The reduction is ordered as a result of the long hearings held last winter, when the effect of existing rates upon various industries was fully gone into. Shippers of every important commodity appeared before the Commission, among them being representatives of the tobacco industry. At that time it was contended that the prosperity of the various industries and of the country as a whole depended upon a reduction in freight rates. The Commission found, it is declared in the order, that shippers of all commodities have been suffering from the business depression of 1921 and that this prolonged depression was due in part to the existing high level of freight rates.

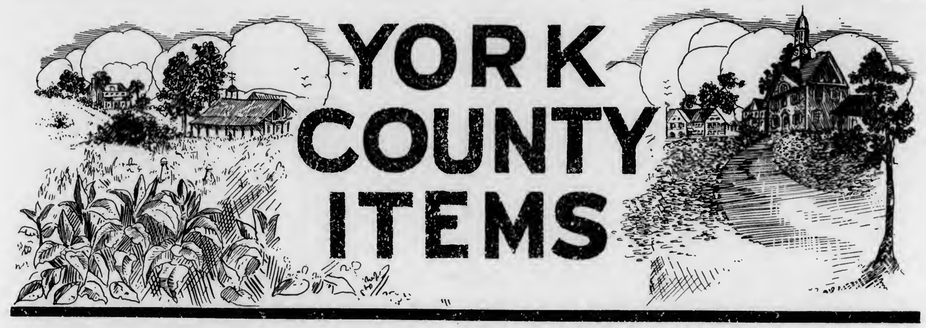
It is believed by the Commission that the freight rates and changes just ordered will enable the carriers, under honest, efficient, and economical management and reasonable expenditures for maintenance of way, structures, and equipment, to earn an aggregate annual net railway operating income equal, as nearly as may be, to a return of 5¾ per cent. upon the aggregate value of the railway property of such carriers held for and used in the service of transportation.

"We are of opinion that general reduction in the rate level, as substantial as the condition of the carriers will permit, will tend not only to lessen the transportation burden but also to equalize and stabilize the conditions under which commerce and industry are carried on, with consequent fuller assurance to the carriers of realizing the fair return contemplated by the law," the Commission states.

"The raising of the rate level by the Director General of Railroads in June, 1918, and again under our authority in August, 1920, were necessitated by increases in operating expenses. The latter have now partially receded.

"Practically all agree that stability of freight rates is highly desirable and that normal traffic may not well be expected until the present widespread expectation of rate reductions is realized or dispelled. To assume that rates can or should be stabilized on the present high basis is futile. The anticipation of a falling market tends to restrict purchases, and until the public is

(Continued on Page 22)



YORK COUNTY ITEMS

York, Pa., May 27, 1922.

JAMES M. PRESTON, representing S. Monteoro Y Ca., manufacturers of "Puncher De Luxe" high class cigars, was visiting Ellis I. Myers, of York, Pa., last week. Jim is strong on high grade cigars, and after we smoked up several of his "Puncher De Luxe," large sizes, we agreed with him that he had a mighty fine cigar to offer his trade.

H. M. Miller, Hellam, Pa., operating the branch of Sig. C. Mayer & Co., Philadelphia, Pa., stated that they were busy turning out this firm's brands.

E. B. Stoner, Hellam, Pa., manufacturer of scrap tobacco, is quite busy turning out scrap for his trade, and said that he could have shipped another two hundred cases, the day we called on him. Mr. Stoner is also connected with the Hellam Furniture Factory.

Charles Sprenkle, Red Lion, Pa., is putting on cigar makers. Trade had been rather quiet with him for several weeks, but he is working on seeral new brands, and expects to resume full operation soon.

J. E. M. Walker, 131 North Cherry Avenue, reports business picking up with him, having made shipment of several carloads of leaf tobacco the past week.

The Kohler Cigar Co., Jacobus, Pa., report good business on their "Fanny Fern" 5¼-inch Invincible shape ten-cent cigar. Also that the "College Widow" five-cent cigar is making new friends.

Franklintown, Pa., Mr. Lau, of the Franklintown Cigar Co., stated that their "Judge Good" and "Spanish Triumph" both five-cent cigars, are going well. This factory enjoys a regular out-put of their goods.

W. U. Blessing & Co., Hellam, Pa., report trade fair on their "Havana Texture" ten-cent cigar and "Sunset" five-cent cigar.

State Bond Cigar Co., Dallastown, Pa., Mr. Knaub, of this firm, reports business fair. They make the "State Bond" cigar, selling at ten cents, an imported Sumatra wrapped, blended Havana and Porto Rico filled, shapes Perfecto Grande, Corona and Club House. They also make a nickle cigar under the brand "State Bond, Jr."

Dietz Bros., Wrightsville, Pa., are busy turning out "Black Sea" ten-cent cigar, "Quakers" eight-cent cigar, and their five-cent cigar is packed under the brand "One for Five."

W. L. Toomey, 200 West Market Street, York, Pa., says business is rapidly improving. Mr. Toomey is proud of the fact that he is now a grand-daddy.

C. S. Gable, York, Pa., reports continued improvement in sales of his product and stated that in the past few weeks he had received quite a number of standing orders for regular weekly shipments.

Albert Kraus of the Sunny Brook Tobacco Co., with headquarters at Chicago, was calling on the York trade and reported several large sales of his Florida wrappers.

E. P. Gillespie, cigar manufacturer, North George Street, York, Pa., reports increased shipments of his brands of cigars.

In making the rounds of the packing houses, the writer looked over the 1921 crop being packed, and was agreeably surprised at some of the very handsome looking broadleaf. That which was bulked shows good color, and texture. In some instances we tried the burning qualities, and when any tobacco will show a seven-minute holding fire, there certainly can be no fault found with that kind of goods.

Speaking about poor burning tobacco, and there really is nothing that will "queer" a cigar like a poor burning piece of tobacco. Why will the tobacco grower insist on using the wrong kind of fertilizer? We quote a well-known chemist as follows:

"Of all crops for which particular care must be exercised in the choice of fertilizer, tobacco probably ranks first.

"Experiments by competent authorities, devoting their entire time to the matter of tobacco raising, have repeatedly demonstrated that fertilizers of the right kind, made from selected materials, produce tobacco of better quality and greater weight per acre than manure, at a larger profit to the grower.

"Unfortunately, however, too much fertilizer of the wrong kind has, in the past, been used on tobacco with contrary results.

"A tobacco fertilizer must be practically free from the objectionable element, chlorine. Chlorine is conspicuously present in muriate of potash and also in many materials used as sources of ammonia. A real tobacco fertilizer, therefore, must exclude such ingredients."

In other words, fertilizers that are excellent for grain production are not good for tobacco production. If more attention were paid to these important matters it would not be long until good old Pennsylvania tobacco would be back where it belongs—namely, the first in domestic fillers, and we would hear no more about Pennsylvania tobacco being of a doubtful burn.

The cigar business at McSherrystown and Hanover, with but a few exceptions, is very quiet from all reports heard from the different manufacturers that were called on last week.

(Continued on Page 13)

PHILADELPHIA.

NEW ACCOUNTS FOR "DELLA CASA"

L. M. Cohn, of the El Predomino Cigar Company, reports that they are receiving very flattering business on their "Della Casa" brand. Alexander & Wells, Wilkes-Barre, Pa., distributors for the brand in that territory, have written the factory that "Della Casa" is one of the best values they have handled in a long time. E. A. Saunders, of Richmond, has also written in a complimentary way regarding the brand.

BAUM & NEELY DISTRIBUTING "EL MORISO"

There is a healthy increase in the demand for "El Moriso" in this territory due to the activities of Baum & Neely, who are now the distributors for the brand locally. The cigar is manufactured by Morris D. Neumann & Co., and Ben Loeb, of the factory, reports that duplicate orders are coming along in a most satisfying manner. Mr. Loeb finds that business is showing improvement. Morris D. Neumann has left for a trip through the New England States.

DAN OSTROW KNOWS BUSINESS IS PICKING UP

Our friend Dan Ostrow has been very quiet since he moved over to 718 Market Street, and rather than add to his frowns by inquiring if business was improving, last week I passed by without stopping.

This week I stopped in and behold! Dan's dejected look had disappeared and he was wearing a wreath of smiles. "Well," I said, "Dan, you're looking better than for some time. How come?"

"Ha! ha!" says Dan, "Why shouldn't I? I just sold an honest-to-goodness full box of cigars and they were 'Mi Hogars,' too. Yes, sir, Mr. Tobacco World, business is really picking up."

PROGRESSIVE CIGAR CORPORATION BUSY

While visiting the Progressive Cigar Corporation's factory last, President Max Lipschutz was kind enough to show us through the factory where we found 130 hands as busy as the proverbial bee. Mr. Lipschutz says that the present demand for their "Madame Butterfly" is pushing them to the production limit. At the present time newspaper campaigns are running in Shrevesport, La., and Scranton, Pa. Their 10-cent sizes are in great demand in all sections where their brands are distributed.

EDWIN WILE JOINS "GIRARD" FORCES

Edwin Wile, supervising manager of the manufacturing department of the Consolidated Cigar Corporation, will take up his duties as manufacturing manager of the factories of Antonio Roig & Langsdorf, Philadelphia, Pa., on July 1st. This firm manufactures the widely known "Girard" cigar, one of the first cigar brands in the country to be nationally advertised. Mr. Wile will spend the month of June arranging his affairs with the Consolidated. He will leave his present connection with the best wishes of President Lichtenstein and his associates.

CALL FOR "KING PERFECTO" IMPROVES

A. N. Davis, of the Kicico Cigar Co., seems highly pleased with the decided improvement in the demand for the "King Perfecto." He says that the smoker is recognizing the quality and good value which the brand represents. In his opinion all manufacturers of honest merchandise and well-known brands are or will shortly be quite busy with orders.

WILLIS ANDRUSS IN THE WEST

Willis Andruss, sales manager of the Congress Cigar Company, is now in the West looking after the distribution of "La Palina" cigars. He is expected to return to the home offices about July 1st. Reports from him state that business on "La Palina" is splendid and the brand is being oversold in all sizes.

BUTLER ASH TRAY A NEW ONE

Yahn & McDonnell are featuring the new Butler ash tray in both of their stores. It is an unusual affair in appearance and consists of a butler in a standing position holding an ash tray in his hands. The figure is done in a variety of colors. The tray is held at about the height of a chair arm. As an addition to the den, living room or porch, it has an appeal which is sure to be recognized by those seeking a decorative and at the same time useful "smokers' servant."

"LINK" AND "GLARO" HAVE STEADY CALL

Benjamin Kane, manufacturing the "Link" and "Glaro" brands at 24 South Second Street, reports that there is a steady improvement in the demand for both these brands. The "Link" retails for 5 cents and the "Glaro" at two for 15 cents. The latter is Sumatra wrapped and is a nice plump smoke for the money.

Local Jottings

Charles Bock, of the Bock-Stauffer Co., Pittsburgh was a recent visitor.

Mr. Barsky, of Barsky & Medway, Wilmington jobbers of the "Madame Butterfly" brand, called at the factory recently to see if he could not increase the shipments of that brand in his territory.

William Bushell, of the El Predomino Cigar Co., returned to town last week and reports a very satisfactory improvement in business.

C. Saunders, representing the Cortez Cigar Company, of Key West, Fla., was among the recent visitors to the trade.

Max Sondheim and B. Frank Cressman, of Allen R. Cressman's Sons, sailed on the 20th for Europe. They will be gone several months.

W. Taylor Marshall, eastern representative of the Spietz Cigar Company, Detroit, Mich., is spending some time in Atlantic City with the local jobbers of "Robert Emmet," Dusel, Goodloe & Co.

Joseph Levy, of the Delphia Cigar Co., is still busy placing the "Tedello" brand with the local trade. He is not expected to leave for the West for some time yet.

John E. Peacock, of Herbert D. Shivers, Inc., states that he notices a perceptible improvement in business, which strengthens the feeling that trade recovery has set in.

I. Kaffenburgh & Son, widely known leaf house of Boston, Mass., was represented in the Quaker City last week. Their representative brought optimistic news of conditions as he found them.

Arthur G. Wiedmann, vice-president of the American Box Supply Co., Detroit, Mich., left for Detroit on last Friday after a four weeks' visit.

Louis Zifferblatt, who has recently taken over the cigar store at the corner of Fourth and Sansom Streets, is featuring "El Vendura" cigars in addition to his line of Tampa-made cigars. "Bering," made by Corral, Wodiska y Ca., has a prominent place in his case.

The Phil-Avana Cigar Company has recently begun business at Second and Vine Streets, and the factory is busy getting out the various sizes and shapes for the trade. S. Rochwager is in charge of the business.

TWO CIGAR STORES ROBBED

Burglars with a hankering for cigars and cigarettes broke into two local stores last Tuesday night and got away with some of the stock.

Isaac Turner, at Seventh and Thompson Streets, lost 1000 cigarettes and 350 cigars.

John Hozey, 731 Poplar Street, had 6000 cigarettes and 500 cigars stolen.

York County Jottings

(*Continued from Page 11*)

J. H. Little, of the Hanover branch of G. H. P. Cigar Co., is putting on more help on the larger sizes of this firm's product; likewise, Mr. Smith, of the York branch of G. H. P. Co., says he is quite busy and looking for more good cigar makers.

With the light wrappers of all types getting scarce, the cigar manufacturers of this section were disturbed after learning about a terrific hail storm, which was generally scattered over a large area of the Florida tobacco section, which occurred last Saturday, and followed by another such storm on Tuesday, the 23d. It is estimated that about 25 per cent. of the growing crop was more or less damaged, and in one instance to such an extent the grower has cut his tobacco back and will try to produce a late crop. While in other sections of the tobacco belt no hail appeared, and those crops that were fortunate enough to escape the storm are considered by best authorities the best ever seen in Florida at this time of the year.

Why will some buyers, who in all other things are good business men, delight in taking the "pep" out of the traveling salesman, in throwing the "wet blanket" so to speak, on about everything that the salesman has to offer? This, of course, does not apply to the man who occasionally must go out to sell his own product, that one knows better.

We are reminded of a certain cigar buyer for a large middle-west wholesale cigar house. This particular buyer was a real prince, and one would always leave his place with more vim and courage, and whether we got an order or not, always felt the better for having called on him. If instead of being cold and distant, just give the salesman the ordinary courtesy due him, he will do you good, and can many times put you wise to things that will be of lasting value to you.

JAY BEE.

SEIDENBERG'S "AFTER DINNER" GOING WELL

Sam Lewis, of the I. Lewis Cigar Manufacturing Company, Newark, N. J., visited town recently and reports that the "After Dinner" 5-cent cigar of S. Seidenberg & Co., is going over big in this territory. It is being aided by newspaper advertising. Mr. Lewis says that "Cobs" and "Telonettes" are also in good demand.

"BILL" BAILEY HAS A COMPLETE STORE

W. H. ("Bill") Bailey, at Second and Arch Streets, has one of the most interesting general cigar and tobacco stores in town and if you seek the unusual in cigars, cigarettes or smoking tobaccos, the brand is apt to be found in this shop. The store is specializing on Manila cigars and at the present time has a fine line of the newer shapes and sizes at attractive prices.

BUSINESS IMPROVES FOR "DON ANTONIOS"

H. Anton Bock y Ca., 1222 Second Avenue, New York, report that business on their famous "Don Antonio" brand continues to show improvement.

W. C. Musselman is in the middle West and will go as far as Kansas City before heading for home. In California Ed Wolf is acting as ambassador for the brand with satisfactory results.

A Business grows because it is Needed—Usefulness proves the Right to Succeed—Our Sources of Supply tell their own Story of Superiority

EXCLUSIVE SELLING AGENTS FOR

CALVERT LITHOGRAPHING COMPANY

CIGAR—LABELS AND BANDS

In our endeavor to supply the growing demand for new labels for quick delivery. We have constantly on hand complete editions of new private labels, with registered titles ready for immediate delivery.

CIGAR MANUFACTURERS' SUPPLIES

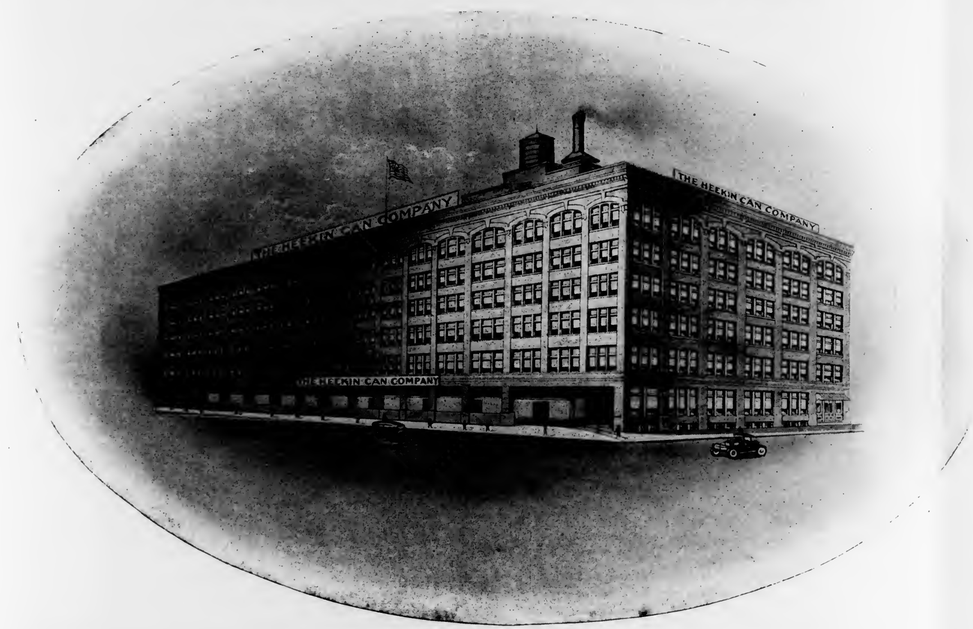
TIN FOIL, PLAIN OR PRINTED, TISSUE WRAPPERS, POUCHES, BUNCH MACHINES, KNIVES, BOARDS CUTTERS, GUM TRAGACANTH

2309 RUSSELL AT GRATIOT

American Box Supply Co.

DETROIT, MICH.

THE HEEKIN CAN COMPANY



CANS—PLAIN AND LITHOGRAPHED

All the popular sizes and shapes of Cans.
Lithographed Tin Signs.
Cedar Linings, Pouches, Parawax Paper Linings.
Packing Devices for inserting Cigars in Round Cans.

Trade Mourns Loss of Asa W. Vandegrift

WITH the passing of Asa W. Vandegrift, president of Sheip & Vandegrift, Inc., the cigar and cigar box manufacturing industries have lost one of their most prominent local figures, and Philadelphia mourns one of its best citizens.

Always a busy man with many responsibilities, yet ever ready to assume one more if he could aid or benefit a person or a cause, Mr. Vandegrift became prominently identified with many organizations and interests. He never lost an opportunity to do good and one of his last acts prior to his death early on the morning of May 16th, was to visit an inmate of the Masonic home who was confined in the Samaritan Hospital. After this visit on the afternoon of the 15th he walked to Erie Avenue and took a trolley home, reaching there about five o'clock.

By he time he reached the house he was suffering pain, apparently from acute indigestion, and a physician was called. He responded slowly to the treatments and about 9 P. M. walked, with assistance, upstairs. About midnight he was taken with a coughing spell which continued. A physician was again called and reached the house shortly before 1 A. M. The physician found him to be beyond medical aid and he passed away about ten minutes later. Valvular heart trouble, from which he had been suffering, caused his death.

He is survived by his widow and one son, Nelson M. Vandegrift.

Asa W. Vandegrift was born in the Kensington section of Philadelphia on September 4, 1861. It was there that he spent his boyhood. In 1885 he entered the employ of George S. Harris & Sons, lithographers of this city. In his duties as salesman he became acquainted with Granville H. Sheip & Bro., who at that time operated a small cigar box factory. A few years later, about 1887, the opportunity was offered him to purchase the interest of Granville H. Sheip. This he did and formed a partnership with Jerome H. Sheip.

This new firm was known as Sheip & Vandegrift and with the change of partners and the added energy of Mr. Vandegrift the business began to make progress. After several changes of locotion the firm located at 812 to 832 North Lawrence Street, where the firm is still located.

In 1906 the firm was incorporated and in 1908 Mr. Vandegrift purchased the holding of Jerome H. Sheip, becoming the owner of the entire business.

The firm gradually expanded in a business way and added the lock corner business, cabinet work, millwork, electrotype blocking and hardwood lumber. These businesses grew so steadily that at the time of Mr. Vandegrift's death, the cigar box end with which the business was founded, represented less than 20 per cent. of their work.

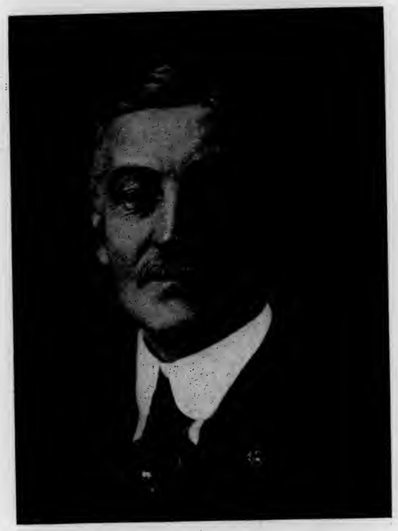
It can be seen that there was a sentimental attachment existing for the cigar box industry and despite the small percentage that it represented in his business, Mr. Vandegrift was ever active to advance the cigar box business to the same standing and dignity as that of other lines of manufacturing.

In November, 1919, he was one of that handful of men who met to form the National Cigar Box Manufacturers' Association and in February, 1920 he was one of the thirty men who became charter members when a decision was reached by them to go ahead with the organization.

At that meeting he was elected treasurer of the National Cigar Box Manufacturers' Association and although he twice asked to be excused from re-election he held that office up to the time of his death. His interest never flagged and his activities made him known in the industry from coast to coast.

Busy as he was, he always took the time to listen to every worthy appeal and few, if any, honest causes failed to benefit from having won his interest.

If the full extent of his activities could be known the average man would be astounded at the accomplishments he crowded into his sixty-one years of life.



ASA W. VANDEGRIFT
Courtesy of Phillips Studio.

Scarcely a day passed that he was not in a conference of one kind or another.

He was a prominent worker in Masonic circles and was manager of the Elkins Memorial Orphanage and the Masonic Home, both of this city. He was a member of Lulu Temple Mystic Shrine, Philadelphia Consistory, Kadosh Commandery No. 29, K. T., Oriental Chapter R. A., and Meridian Sun Lodge No. 158, F. and A. M.

He was a member of the Manufacturers' Club and was president of the Greater Sansom Street Building & Loan Association.

The funeral was held on Friday, the 19th, and scores of handsome floral tributes attested to the respect and affection in which he was held by all who knew him. The interment was private at West Laurel Hill Cemetery.

DETROIT

Rumor That Fred Cooper is to Join Benedicts in the Fall—Tom Monroe Back With More Accounts for "Robert Emmet"—Herbert Weil of C. C. C. Pays Visit—Edward Wodiska Comes to Town—Two New Skyscrapers to Boom Building

Detroit, Mich., May 27, 1922.

DETROIT'S building boom, now believed to be just starting, is recognized by the *Wall Street Journal*. General business situation in Detroit is following the lead of the automobile industry and is showing steady improvement. Retail lines are beginning to feel the effect of increased industrial pay roll and bank deposits are climbing. Factories in all lines have increased their output, and many plants are working double shifts. The cigar industry is growing by leaps and bounds, and all the Detroit factories are behind on orders and distributors are ordering cigars shipped via express. Cigarmakers are scarce and many of our factories are displaying signs "Cigarmakers Wanted."

Detroit will gain two more sky-scrapers as the result of the leasing for a ninety-nine-year period of properties on which stand the Garrick Theatre and the former Hotel Richter. The new owners are Robert Taylor and Mark W. Taylor of New York. The aggregate consideration is understood to be nearly $20,000,000. They have promised to begin construction of a twenty-story building and a ten-story building during the present year.

A championship game of golf was played at Union Lake a couple of Sundays ago by four prominent cigar men; New York and Boston against Detroit and the four wicked stick slingers were C. Brooks Perkins (Boston), Claude E. Turner (New York), R. E. "Doc" Watkins and Harry Bump held up the honors for Detroit. The score was not given out for publication, but I understand it was a dandy for the "foreigners," who carried away all the bank roll that was in sight. The return game is slated for the early fall.

Charles Brooks Perkins, the "Merchant Prince" of Boston, registered at the Wolverine Hotel for several days has departed for the East. Brands that the "Merchant Prince" has made famous are the "Kilby" and "Ginita," which are sold in all of the principal clubs and by all the large retailers throughout the country. While in the city of Detroit the "Merchant Prince" visited the "Las Vegas" factory, which brand his firm distributes in the city of Boston.

Edward Wodiska, special general representative for Gonzalez & Mendez, Inc., Fort Meyers, Fla., was a recent visitor to the city with his line of made-in-bond clear Havana cigars.

Harry H. Parr (American Cigar Co.), the "Chancellor" man, has a very fine showing of attractive window displays throughout the city, Harry tells me "Chancellors" are selling better than ever and are increasing in sale every day.

E. A. Chene, manager of the pipe department of John T. Woodhouse & Co., has returned from a three months' trip to California; Mr. Chene was accompanied by his wife.

It is reported that Fred Cooper, proprietor of the Normandie Hotel cigar stand, also known as the youngest man in the cigar business, is slated to join the benedicts. Although, not this June (as most young folks do), but early in the autumn before Jack Frost blankets our domiciles, little Fred will be "one of us." At the present writing, I am unable to give the name of the fair and fortunate lady, but wait, boys, wait! Fred has promised to treat to smokes and drinks.

H. E. Cordero (E. P. Cordero & Co.), "Mi Hogar" cigars, accompanied by J. P. Brill, who recently joined the sales staff of E. P. Cordero & Co., paid their respects to our big city this week.

George Corpus, formally with the Walter J. Turnbull Pharmacy, has opened a drug store at 12230 Twelfth Street, with an up-to-date cigar department, where all the popular brands will be featured. This location is he coming section of Twelfth Street and the many friends of George wish him all kinds of success and good luck.

Maurice Robinson (Benito Rovira Co., Inc.), "La Confession" cigars, rusticated in the city for a few days last week, and while here Maurice picked up some nice orders on his cigars.

Samuel Olster (Ruyera Lopez Cigar Mfg. Co., Inc.) is one of the recent visitors from the Quaker City who signed the register this week.

Harry J. Thomas, formerly associated with the Wolverine News Co., has joined the sales staff of the Harry W. Watson Co., and will work the east side of the city.

N. B. McBurney, of the Aleceda Cigar Co., New York City, paid his respects to the city of Detroit last week.

Fred J. W. Allen, retail sales manager for Bayuk Bros., Inc., was a recent visitor to the city of Detroit looking over conditions for his company. While here, Fred entertained the sales staff to a "frog and chicken dinner," at Westwood Inn.

H. A. McCrary (San Martin & Leon Co.), Tampa, Fla., has been giving the city of Detroit the once over and reports business very good with him along the route he has traveled.

(*Continued on Page 18*)

Detroit News

(*Continued from Page 17*)

R. R. (Dick) Tobin, Michigan representative for the Falk Tobacco Co., has returned from a two weeks' trip through the State, and he reports business to be increasing in practically all lines. His various brands of tobacco and cigarettes are listed in the class of leaders, in every section of the State.

Claude E. Turner, plenipotentiary of Salvador Rodriguez & Co., "Charles the Great," has been sojourning in our city for several days, enjoying good health and fine business, and many were the fat and juicy orders he received while here. Claude was looking happy and prosperous as well as wearing the smile of contentment, as he is very optimistic over the future outlook for big business, especially on clear Havana.

Vice-president Tom Monroe, of the Speitz Cigar Co., has returned from a six weeks' trip through the West and reports business to be increasing rapidly. Tom tells me that "Robert Emmet," and "Della Rocca" are going big and repeating with a steady growth everywhere, which is keeping their factories running to full capacity and still behind on orders.

"Robert Mantell" cigars (Essex Cigar Co.) will soon appear on the Detroit market, and will be distributed by Watson & Fuller, a new firm which is headed by E. M. Watson, formerly factory representative on "First Consul" (Lincoln Bros.) and H. S. Fuller, factory representative on "Garcia Grande" cigars (Julius Klorfein). The success of these two progressive young men is predicted and "Robert Mantell" cigars will no doubt go over big, which will be featured in two shapes, Invincible and Panetella, retailing at eight cents, two for fifteen.

Herbert Weil, vice-president of the Consolidated Cigar Corp., was a recent visitor to Detroit and making the rounds of his company's plants to speed up production. Victor Thorsch, sales manager, accompanied Mr. Weil on the tour of inspection.

Bert Johnson is showing a very fine window display on "Tilford" at his McMillan stand. Bert tells me that this new brand is proving to be a very popular smoke with his trade, and being a Park & Tilford product which is backed by quality and workmanship, it's no doubt that "Tilford" will prove to be a big leader with him.

A. Klisner (A. S. Valentine & Son, Inc.) "Abram Clark" and "Flor de Valentine" cigars called on the local jobbers and retail trade here this week. Claude E. Howell is the local distributor on "Abram Clark."

Richard Dix recently received a letter from a friend in North Carolina. Enclosed was this bottle label:

"Pure mountain corn likker. Bottled in a barn, Made in the backwoods of the mountains of western North Carolina by an oldtime blockader that don't give a dam for the law and prohibition. Retailed on the Asheville market by all high class bootleggers for five bones a pint and worth every cent of it. Guaranteed to be strong enough to make you drunk as the devil in ten minutes and mean enough to make a baby bullfrog slap a whale's wrist. Shake well and get ready to have a fit before drinking. Whoopee!"

Harry "Stogie" Downey (John H. Swisher & Son) Newark, Ohio, is on deck again and hibernating as usual in our city. "Stogie" says "business is fine" and the orders are nice and fat.

Fred Suss (S. H. Furgatch & Co.), "Vega Del Rey" cigars, is in our midst on his first trip since joining the firm of S. H. Furgatch & Co. Fred has a host of friends in the cigar industry throughout the country, who are all wishing him success and lending their cooperation on his new brands.

A. Solomon (E. Kleiner & Co.) "Marie Antoinette," cigars *par excellence,* has been rusticating with us for a few days, calling on the clubs and leading retailers, and from reports he secured some nice business on his brand.

Mike Friedman, of Grommes & Elson, Chicago paid a visit to the "Las Vegas" factory this week and while here placed a standing order for weekly shipments. Mike says "Las Vegas" cigars are proving a winner in his city and are going over big everwhere they have been placed.

Frank J. Horning (Arnold Tietig & Son) "El Cruzador" cigars, is hanging up his hat with us again. Frank says "business is good with him and that 'El Cruzador' cigars are better than ever and are making more friends every day."

"Robert Emmet" cigars (Speitz Cigar Co.) are being prominently advertised this month with several hundred very attractive window displays, which are arranged by the Rhule-Corbin Service, who are artists in this line of work.

E. H. Briody (Kraus & Co., Inc.), "In-B-Tween" cigars, was a recent visitor to our city in the interest of his brands.

W. M. Simpson (Pamies Arrango & Co.), St. Augustine, Fla., called on the Detroit retailers this week.

Sam Gutridge, eastern representative for John H. Witter & Son, "Dolly Madison" and "Lord Gloster" cigars, was a recent visitor to the city of Detroit, calling on the jobbing trade.

Arthur Hanauer (Kaufmann Bros & Bondy) pipes and smokers' articles, has been in our midst for a few days, and as usual Arthur carried away some fine orders on his line.

Sam Adler (E. Popper & Co.), New York, N. Y., was a recent camper in Detroit and lingered long enough to close up some very fine business on private brands with our leading retailers and clubs.

Dave Jenks, the "El Producto" ace, is sojourning in the furniture city for several weeks doing specialty work, and from reports he is making it a whirlwind campaign and placing his brand in proper style.

The City of Detroit is gaily bedecked with flags and bunting to do honor and welcome the Polar Bears, who are having their reunion for three days.

Mike of Detroit

"REGULUS" IS JOSE M. PENDAS' BRAND

Jose M. Pendas, head of Y. Pendas & Alvarez, has entered the cigar industry with the Jose M. Pendas Co., and will again sell clear Havana cigars. It will be remembered that the firm of Y. Pendas & Alvarez discontinued the manufacture of cigars about two years ago.

The Jose M. Pendas Co. will offer a clear Havana, made-in-bond cigar under the "Regulus" brand. It will be manufactured in Tampa. The offices of the company are at 4 and 6 White Street, New York.

Merger of Tobacco Products Corp. and "United" Planned

New York, May 30.

A NEW tobacco merger, representing a combined capitalization of $157,000,000 and involving the United Retail Stores Corporation and the Tobacco Products Corporation, was announced by James M. Dixon, president of the Tobacco Products concern.

The United Retail Stores Corporation, by stock ownership, controls the United Cigar Stores Corporation, James B. Duke, founder of the American Tobacco Company and the British-American Tobacco Corporation, will be the guiding head of the merged company.

Under the terms of the proposed consolidation, declared a report given out by the Tobacco Products Corporation, that concern is to increase its capital stock from $33,000,000 par value to $157,354,000 par value.

"The increase in the capitalization of tobacco products is merely sufficient to take care of the exchange of the two companies," said the statement. "The merger, therefore, is without stock increase. The new stock to be issued by the Tobacco Products' Corporation is to be composed of two classes, one 'A' and the other common. Class 'A' is to be 7 per cent. non-cumulative on which dividends are to be paid shortly after the completion of the merger. The common, it is believed by officers of the Tobacco Products' Corporation, will receive a dividend of not less than 5 per cent. for the coming fiscal year beginning July 1, 1922. That belief is based on the present earnings of the two corporations and on an estimate of the increased earning capacity which will be the outcome of the combination of the two companies.

"The proposal to the stockholders of each company is an exchange of their holdings of common stock in each corporation for one-half share of class 'A' of the new 7 per cent. Tobacco Products' stock and one-half share of the new common, for each one share of the present holdings of the common stock. The privilege, however, is extended to the stockholders of both companies of taking all common stock of the new merger in exchange for the common stock of the present corporation."

No shareholder in either corporation, the statement said, is compelled to make the exchange, but may ignore the merger.

It was announced that owners of a large number of shares of the Tobacco Products Corporation had approved the proposal for the increased capitalization and that the proposal would be voted on at a special meeting of stockholders to be held in Richmond, Va., June 28.

Mr. Dixon, present head of Tobacco Products, will be president of the new concern. It is unofficially understood that the new merger will enable Charles A. Whelan, chairman of the Board of Directors of the United Cigar Stores, to retire from the active management of that concern. Mr. Duke, whose return to the tobacco trade has long been predicted by Wall Street, is a director of the United Cigar Stores. Thomas B. Yuille, formerly associated with Mr. Duke, will join the new board as the advisory head of the leaf tobacco buying department.

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

Who Smokes Them?

What class of men smoke two-for-a-quarter cigars?

No single class of men smoke Blackstones.

Like certain popular brands of cigarettes, the price is no gauge of the smoker's ability to pay.

Blackstones have a long Havana filler, an imported Sumatra wrapper and are hygienically made.

Quality maintained over forty years and advertising have made it a national favorite.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 5¢ cigar

WAITT & BOND, Inc., Newark, N. J.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

ARTABAN
MILD HAVANA CIGARS
MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA.

Smoke
C. H. S. CIGARS
The Best
5c and 10c
HAVANA CIGARS
in the World
MADE-IN-TAMPA
BY
VAL. M. ANTUONO

THE SMALL CIGAR MANUFACTURER AND THE UNIVERSAL TOBACCO STRIPPING MACHINE

No doubt a great many small cigar manufacturers are wondering how the Universal tobacco stripping and booking machine can be applied to their business. Many are under the impression that theirs is too small a business to profitably use this machine. Possibly there are others who have never even heard of a stripping machine. For the benefit of these manufacturers, this article has been written.

The Universal Tobacco Stripping and Booking Machine, as its name implies, is a machine that strips and books tobacco leaf in the same operation. It takes the stem out, from butt to tip, clean, without waste and without increasing the tear of leaves already damaged. It is being used on all kinds of seed tobacco—wrapper, binder and filler—as well as Havana, shade-grown, Sumatra and Java wrappers.

This machine will easily strip enough wrapper and binder for a production of 5000 cigars per day. Any one can learn to operate it in a few hours' time. In addition to being a great labor saver, it is also a *stock saver*—and that is one big reason why it can be used profitably by the small cigar manufacturer. Tobacco stripped on the Universal Machine will show an increased yield, as compared with hand-stripping, of anywhere from 2 per cent. to 4 per cent. on perfect stock to as high as 12 to 14 per cent. on torn and damaged leaf. This is a big item, especially when running on the various kinds of high-priced wrappers.

To date nearly 6000 of these Universal stripping and booking machines have been sold and they are in general use in cigar manufacturing centres throughout the world. Hundreds of small manufacturers, having a production of not more than two to three thousand cigars per day are using the machine and find it profitable. Their shipping clerk, bookkeeper or the proprietor himself runs the machine for a few hours and strips the required amount of tobacco. The machine pays for itself both in the labor and stock saving economies it effects.

The Universal Tobacco Machine Company, of 116 West Thirty-second Street, New York City, are issuing a free booklet called "Universal Applause." It would be well for all cigar manufacturers interested in this subject to write for their booklet.

BERT CHRISTIAN JOINS RUHSTRAT-COWLEY CO.

Bert Christian, formerly cigar department manager for Steele-Wedeles Co., Chicago, Ill., becomes affiliated with the Ruhstrat-Cowley Co., of that city on June 1, as vice-president and general manager. "Mozart" and "Charles Denby" are among the brands distributed by the Ruhstrat-Cowley Co.

"LA PALINA" HEADQUARTERS IN NEW YORK

The Congress Cigar Co., of Philadelphia,, manufacturers of the "La Palina" cigar, has opened their own distributing house in New York City at 132-136 W. 43d St. George Krauss has been chosen to manage the New York branch.

Louis Friedman, St. Louis jobber, has taken on the distribution of the "Bering" cigar in fifteen sizes. This is a clear Havana product made by Corral, Wodiska y Ca., in Tampa, Fla.

Tampa Letter

(*Continued from Page 8*)

Tampa, as an addition to cope with the extraordinary demand for their goods, which has already taxed the capacity of the mammoth building they are operating in Ybor City.

Morgan Cigar Company is another concern that feels the spur of the revival of business. Tom Morgan is scratching his head trying to solve the problem of producing more "Juan de Fuca" cigars.

At F. Lozano Son & Co., factory pilot Foley is endeavoring to find a safe landing for the load of orders received since the return of Captain Jose Lozano.

Since the return of Frank Diaz to the factory, an increase in force has been made imperative for Guerra, Diaz & Co.

Teijeiro & Garcia are also selecting skillful cigarmakers to add to those already at work with their fine sizes.

A. Amo & Co. are compelled to work until the last minute every day to attend properly to their increasing number of their customers who demand express deliveries.

Val M. Antuono is turning out an average of 100,000 a day of his "C. H. S." five-cent cigars, and cannot catch up with the orders; and this Val is some hustler.

James M. Cathcart, former collector of internal revenue for Florida under the Wilson administration; former secretary to U. S. Senator Duncan U. Fletcher, and former city editor of the Tampa *Morning Tribune*, will once more prove his versatile efficiency by opening offices in the Peteway building for the general practice of law in both State and Federal courts. His connection with the cigar manufacturers, while holding the office of collector of internal revenue, has been of the most pleasant character, and all are united in wishing him unlimited success in his newly-chosen profession.

VERITAS.

WESTERMAN JOINS TEIJEIRO & GARCIA

F. H. Westerman, formerly with Julius Klorfein, has joined the sales organization of Teijeiro & Garcia, and left on his first trip recently. Reports coming into the office indicate that he is doing splendid with the firm's fine clear Havana cigar, "R & T."

"LA PALINA" ADDS TO SALES STAFF

At the recently opened headquarters of the Congress Cigar Co., in New York George Kraus, local manager, has added the following men to his organization: Edward Werner, H. Krantz, E. W. Rosenthal, B. Klein, Henry Weiss and F. Heineman. These men are being ably assisted by Morris Bayles, M. A. Kalfon and special man I. M. Fleishman. "La Palina" cigars are rapidly coming to the front as a result of the hard work of this "live wire" organization.

JOSE VILLAR MAKING "ROLANDA"

Jose Villar, widely known cigar manufacturer, is now manufacturing the "Rolanda" cigar at his headquarters 105½ Broad Street, New York. The brand was formerly the property of Y. Pendas & Alvarez.

BERING REGRESO
CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

THE short cut to the critical smoker's custom is via the Bayuk line.
BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
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THE CRITERION OF QUALITY
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GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS MANUFACTURED IN PORTO RICO
CIGARROS MANUFACTURADOS EN PUERTO RICO
WITH TOBACCO PRODUCED IN PORTO RICO
CON TABACO PRODUCIDO EN PUERTO RICO
MEDIO CENTAVO
HALF OF ONE CENT

STUDY the STAMPS

when you buy

TOBACCO

from

PORTO RICO

UNDER A LAW RECENTLY PASSED BY THE LEGISLATURE OF PORTO RICO U. S. IMPORTERS, DEALERS AND CIGAR MANUFACTURERS ARE

GUARANTEED

by that

GOVERNMENT

THAT ALL TOBACCO SHIPPED FROM PORTO RICO COMES UNDER ONE OF THE 3 FOLLOWING CLASSIFICATIONS

CIGARS:

WHITE—Manufactured in P. R. with tobacco produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other Tobacco.
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO:

WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

HOW IT BENEFITS YOU

will be gladly explained by writing or calling on the

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

J. F. VAZQUEZ, Agent
125 MAIDEN LANE NEW YORK CITY
PHONE: JOHN 1379

News From Congress

(Continued from Page 10)

convinced that there is little likelihood of immediate further material reductions in prices or transportation charges, the confidence necessary to normal business will to that extent be impaired."

While the date set for inauguration of the new rates is July 1, the Commission points out in its order that it is important that they be made effective at as early a date as practicable.

Members of the tobacco industry, most of whom are heavy users of the railroads, will be interested to learn that "thousands of reductions in freight rates" have been made since the general increase of August 26, 1920. This assertion was made before the House Committee on Interstate and Foreign Commerce by Howard Elliott, chairman of the board of directors of the Northern Pacific Railroad.

On his railroad alone, Mr. Elliott said, the reduction in revenues in January last was $186,000 below what they would have been had the same level of rates as originally made by the Interstate Commerce Commission been in effect during that month. The average reduction in rates was 9.4 cents per hundred pounds, and while some reductions have been made under orders from the Interstate Commerce Commission, the majority were made voluntarily after conferences with shippers and State commissions.

The railroads are anxious to promote business along their lines, the witness declared, and it stands to their interest to do everything possible to see that inequalities in rates are straightened out. He did not believe, however, that reductions in rates had stimulated traffic.

The net operating income of the railroads of the country amounted to $161,000,000 during the first three months of 1922, Mr. Elliott told the committee, which was at the annual rate of return of 4.51 per cent. This, he said, was an improvement over the corresponding period of last year, but that improvement was due to the fact that the roads, owing to depressed business, had been forced to reduce their maintenance expenses. As a result, more than 200,000 freight cars are in need of repairs, over and above the normal number of bad order cars, and approximately 6000 more locomotives than normally.

CIGAR LIGHTS WITHOUT MATCHES

Metz & Kronberg, manufacturing the "Metz Self-Lighter" cigar, at 228 Bowery, New York, claim to have produced a cigar that lights without the use of matches, merely draw your breath through the cigar and it lights.

FATHER OF JULIUS KLORFEIN DEAD

Julius Klorfein, who sailed recently for Europe en route to Poland to visit his father, whom he had not seen in twenty years arrived there to find that his father had died while he was on the way. Mr. Klorfein is expected to return to New York in June.

WHY don't the cigar trade—the whole fraternity at large—evolve a slogan, and every dealer advertise it?

Slogans are worth money! This is proved by the fact that people pay big money for them.

During the war when Uncle Samuel wanted to put across something big, he adopted a slogan, made it work for him, and it would help him raise billions of dollars.

The florists have a slogan—"Say it with flowers"—and it is worth its weight in gold. They tell me it has mightily popularized flowers and increased the demand for them.

Before me is a page advertisement in *Printers' Ink*. The Association of Photo-Engravers of the United States are spending seventy-five or one hundred dollars in that page to invite bright minds to send them a slogan, and they offer a cash prize, or prizes, in the sum of five hundred dollars. Just for the idea.

The tobacco trade of the country should have a slogan. They sure should. And this is a loud and resounding call—a fervent invitation—for the big 'uns of the trade, to get interested in this important matter and start the ball a-rolling to acquire one.

Oodles and oodles of money is being saved by big manufacturers by simplifying, by cutting out a lot of useless shapes, styles and sizes, and concentrating on less of a variety, thus producing them at surprising less cost.

Wonder whether a cigar dealer can't catch on to this idea and hear money making a louder noise in his store.

Give it a try.

Take paper, pencil, a keen and critical eye. Mark down how many styles of cigarettes you handle, of cigars, of tobacco, of pipes an' everything.

Then carefully—very carefully—go over them from your records, and from your memory, and mark down how many of them have practically no sale whatever.

You will be dumfoozled at the number. You sure will. If any one had told you that you harbored that many shelf-lizards in your store, you would have felled him to the ground with your withering glance of scorn.

But don't stop there. Please don't. Clean out every one of those profit-sucking shelf-lizards, if you have to give them away, or hire some one to take them.

Simplify. Handle only stock that moves with speed. Boast of it. Buy for cash, sell close, keep goods on the run, and you'll feel happy as a boy marching behind a brass band playing a lively quickstep.

As I look over copy after copy of business publications devoted to various trades, I am impressed with the number of stores that are livening up their business by various kinds of selling stunts.

And that sets me wondering whether you can't do the same.

From the time the cave man went forth and yanked home a wife by the hair, without stopping to pay her daddy the market price of wives, the whole human family, rich and poor, young and old, have just been tickeled to death to get something for nothing. No matter how much it really costs them, or how little use it is.

Thousands of merchants have become sinfully rich by catering to this little harmless human weakness, and thousands are coining money today by the same easy process.

There is no use of me giving selling stunts here. You can shut your eyes and rattle off a hundred of them without stopping.

Why not pick out the best, the easiest, the cheapest to stage, and put it across! And why not do this every month for the next year or so! It will be fresh and draw the people if you will do it for a thousand years.

Don't let your store grow stale, or monotonous, or in a rut, like that hitching-post in front. Keep doing sumfin.

Here is the kind of talking the young fellers are getting when they attend the higher grades of business colleges:

"A few words about customers: Strive by every means to have satisfied customers. A satisfied customer is not only a splendid advertisement for your store, but he is actually a salesman, for his influence will sell goods for you. Remember that your customers are your boss, just as you are the boss of your clerks, and strive as earnestly to please them as you would have your clerks please you. Spare no pains to have your goods right, your price right, particularly to have yourself right.

"Make it a point to rather frequently visit stores in different lines—high-grade stores—and observe with the greatest care the mannerism, acts, looks and talk of the clerks as they wait upon their customers. Study their good points and apply them to yourself."

Do you see, Friend Reader, that these schools are teaching prospective clerks and merchants the value of Little Things. It is the Little Things that make or mar the man.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
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800 CIGARETTES A MINUTE!
PLAIN OR TIPPED
ON
Our New "Triumph" Model U. G Cigarette Machine
More than 5,000 "United" Machines in Daily Operation Throughout the World
Write today for full particulars on our latest models

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SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice
For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

St. Louis Notes

St. Louis, May 25, 1922.

The prevailing note in St. Louis at this time is an increasing settled confidence, an optimism accentuated no doubt by delightful sunshiny days, with new growth springing up abundantly everywhere.

With building operations functioning with a little more regularity, there is some relief from the nervous tension of the past couple years, and since construction puts into circulation a larger amount of money than almost any other one industry, and builds up a stable, permanent prosperity, business men generally are hoping for early adjustments and agreements that will lead to normal activity in this important line.

Some of the trade says there haven't been any "hard times" for the tobacco business. Possibly the Volstead act has turned many to the solace of nature's herb, adding to its devotees.

It is reported there is an increasing sale of cigarettes to St. Louis ladies. Where they at first rather timidly asked for the perfumed article, they now exercise their status of "equality," and are smoking the "straight goods" in cigarettes, the same as their brothers, husbands and sweethearts.

Scruggs, Vandervoort & Barney is offering a 5-cent edition of their special, the "S. V. B." made of Havana seconds. They are exclusive St. Louis dealers in Italian briar pipes made by Reiss-Premier Pipe Company, this pipe being guaranteed against breakage or damage.

Bradley & Hubbard's man has been in town placing orders on smoking stands, and has had his line on an exceptional display at the Jefferson Hotel.

Edward A. Hecht, of the Demmi Cigar Company, Tampa, Fla., is in St. Louis for a few days' business trip, and will then go on to Chicago.

The Grand Leader is offering a window display of special short smokes for summer. This is a "pocket edition" package and cigar, and takes particularly with golfers and those who find the longer cigars break and are damaged in the pocket.

There is a strong demand for the "Muriel" and "Robert Emmet" cigars, which are receiving very advantageous publicity through window displays.

C. W. Schrick reports a tremendous sale on the Stix, Baer & Fuller special, "Girlinda," at the rate of some three thousand a week. Mr. Schrick says their cigar department maintains a very pleasing and steady growth.

Mr. Krauss, of the F. R. Rice Mercantile Cigar Co., of St. Louis, has returned from a successful business trip. He is running a campaign on their "Mercantile" and "Agent" cigars, opening up new business with jobbers. They are getting out a wonderful 10-cent cigar on the "Lady Devonshire" brand, which will shortly be placed on the market.

H. H. Stryker, cigar manufacturer of Joplin, has been in the city buying leaf tobacco and supplies.

Distributors throughout St. Louis report a very splendidly increasing business on the "San Felice" cigar.

S. Major Newburgh, of the Louis Newburgh Co., Hamilton, Ohio, spent several days in St. Louis recently.

Mr. Nunn, of the Nunn-Busse Leaf Tobacco Co., sees a very bright future for the trade, and says business has been strong enough to do more than "pick at the coverlet" for some time.

Leo Kohlman, of Dubuque, Ia., has recently opened a cigar factory in that city. Mr. Kohlman was foreman for Bradley Bros. for twenty or twenty-five years.

Louis Friedmann reports there has been a steady increase in business since recently moving to 526 Olive Street, where he has very attractive quarters.

The United Cigar Stores all over the city present a very busy appearance, and the district manager reports a thriving business, and very satisfactory outlook on their various lines.

William Frier, cigar manufacturer, of Evansville, Ind., was a recent St. Louis caller.

The American Medical Association has taken temporary possession of St. Louis in their annual convention.

Moss-Lowenhaupt Cigar Company is featuring the "Emanelo" cigar in this week's window display.

Beginning with the second Saturday of July, the main retail department stores of the city will close Saturdays for six weeks, thus giving their employes a much-appreciated week's vacation during the hot summer season.

The Brinkmann, Meisel & Recker Cigar Co., are in the midst of a drive on the "Las Vegas" cigar, which is going over 100 per cent. on quality merchandise.

The R. G. Dun representative says business has settled into a state of steady improvement in this territory.

NOVICIO.

CONSOLIDATED INSTALLING CIGAR MACHINES

Announcement was made this week by the International Cigar Machinery Co. of the sale of thirty of their "fresh work" cigar machines to the Consolidated Cigar Co. to be installed in one of their Philadelphia plants. It is understood that the machines are to be used in the manufacture of a new five-cent long filler cigar. Reports from cigar manufacturers seem to indicate an increasing demand for a five-cent long filler, and the low production costs secured through the use of automatic machinery is making it possible for cigar men to meet this demand and still show a comfortable margin of profit.

The International Cigar Machinery Co. has recently completed a very detailed motion picture of their cigar machine, and their field representatives will be glad to show this picture to any cigar manufacturer right in his own office on request. The picture really gives a better idea of the cigar machine than can be obtained from watching the machine in operation, and it will be well worth while for every manufacturer to see it. Arrangements for having the picture exhibited can be made by communicating with the Publicity Department of the International Cigar Machinery Co., 5520 Second Avenue, Brooklyn, N. Y.

"EL PRODUCTOS" AND TRUCK STOLEN

Automobile thieves made a nice haul last Wednesday when they got away with a truck belonging to the G. H. P. Cigar Co. The truck was stolen from Fifteenth and Mount Vernon Streets, and contained 9000 "El Producto" cigars. The truck and cigars were valued at $5700.

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

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TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO

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2512 15th Street
TAMPA, FLA.

OFFICE
49 Walker Street
NEW YORK

FIDELITY CANS

Meet the demands of the Cigar Manufacturer, and the trade.

Because all of our containers must meet a high standard in material and workmanship.

Because we devote special attention to make our product a real *sales factor* for *you*.

Because we make deliveries at the time specified in your order.

Because our prices are low when you consider the quality of our product, and the service we render.

Tin Cans furnished either plain or lithographed, round or square.

FIDELITY CAN COMPANY
600-610 S. Caroline St., BALTIMORE, MD.
Before placing your next order, ask Smith for information

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA-RE-DEF:—42,574. For cigars, stogies, smoking and chewing tobacco. March 27, 1922. Federal Tob. Co., Pittsburgh, Pa.

CAROLINA MAID:—42,579. For cigars. March 20, 1922. Steele-Hull Cigar Co., Charlotte, N. C.

TAMPA OXYGEN:—42,581. For cigars. May 9, 1922. E. De La Osa Cigar Co., Tampa, Fla.

MICHIGAN MAID:—42,582. For cigars. April 27, 1922. Berton E. Poor, Jonesville, Mich.

MICHIGAN MADE:—42,583. For cigars. April 27, 1922. Berton E. Poor, Jonesville, Mich.

WHO'S WHO? WHY?—42,584. For cigars. August 30, 1921. E. L. Johnson, Greensboro, N. C.

GARCIA C. C. S. CO. HAVANA CIGARS:—42,585. For cigars. May 9, 1922. Central Cigar Stores Co., Chicago, Ill.

RAGDOWN:—42,586. For all tobacco products. May 10, 1922. Schwarzkopf & Ruckert, New York City.

MISS GRAND RAPIDS:—42,589. For cigars, cigarettes, cheroots and stogies. March 15, 1922. Spangler Cigar Co., Grand Rapids, Mich.

NEW JERSEY BELLE:—42,590. For cigars only. April 25, 1922. Charles Sliffka, Union Hill, N. J.

LA FLOR DE A GERACE:—42,591. For all tobacco products. May 12, 1922. Schwarzkopf & Ruckert, New York City.

PRACICO:—42,593. For all tobacco products. April 3, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

THE HAMMOND BOUQUET CIGAR:—42,594. For cigars, cigarettes and tobacco. March 30, 1922. P. Menese & Co. (composed of Ed. Zolla, P. Menese, G. Salazar), Hammond, Ind.

RIOJANA:—42,595. For cigars and cigarettes. April 13, 1922. The American Label Co., New York City.

QUADRANGLE:—42,596. For cigars. March 14. 1922. A. S. Leichter, New Haven, Conn.

Q S T:—42,597. For cigars, cigarettes and tobacco. May 13, 1922. The Mutual Cigar Co., Denver, Colo.

TRANSFERS

SANTA CRUZ:—42,114 (Tobacco Merchants' Association). For cigars. Registered February 17, 1921, by Rawak Cigar Manufacturing Co., Los Angeles, Cal. Transferred to A. Rawak, Los Angeles, Cal.

PENNSY:—25,699 (Tobacco World). For cigars. Registered March 21, 1913, by American Cigar Co., New York City. Transferred to Dusel, Goodloe & Bros., Inc., Philadelphia, Pa., April 25, 1922.

DANTE & BEATRICE:—12:458 (Tobacco Merchants' Association). For all tobacco products. Registered January 26, 1922, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to J. A. Garcia & Co., New York City, May 4, 1922.

PAUL MAYO:—31,764 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered June 5, 1906, by McKee & Potter, Ottumwa, Iowa. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to R. W. Snotz, Red Lion, Pa., April 21, 1922.

LA SORETTA:—19,036 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 15, 1909, by Calvert Litho. Co., Detroit, Mich. By various transfers acquired by Dolores Cigar Co., New Orleans, La., and re-transferred to American Box Supply Co., Detroit, Mich., March 21, 1922.

SIRENA:—73,707 (Patent Office). For cigars. Registered May 11, 1909, by Garcia & Vega, New York City. Transferred to D. Emil Klein Co., Inc., New York City, March 1, 1922.

LA PRACTICO:—22,663 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 3, 1909, by The Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to Moehle Litho. Co., Brooklyn, N. Y., May 4, 1922.

BORAIDO:—42,550 (Tobacco Merchants' Association). For all tobacco products. Registered March 16, 1922, by American Litho. Co., New York City. Transferred to Biehl Cigar Co., Reading, Pa., April 28, 1922.

JAVANA:—19,730 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered February 23, 1910, by The Rigby Cigar Co., Dayton, Ohio. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to Mazer Cigar Co., Detroit, Mich., May 9, 1922.

GRAND RAPIDS:—22,047 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered January 11, 1900, by Tisch Bros., Grand Rapids, Mich. Transferred to Grand Rapids Cigar Box Co., Grand Rapids, Mich., and re-transferred to Spangler Cigar Co., Grand Rapids, Mich., May 11, 1922.

GARCIA MASTER:—40,456 (Tobacco Merchants' Association). For cigars. Registered November 24, 1917, by L. G. Widduck, Chicago, Ill. By various transfers acquired by Wm. J. Seidenberg Co., of Delaware, and re-transferred to Villazon & Co., Tampa, Fla.

CORRECTED PUBLICATIONS

MICHIGAN MAID:—42,582. For cigars, cigarettes, cheroots and tobacco. Registered April 27, 1922, by Berton E. Poor, Jonesville, Mich.

MICHIGAN MADE:—42,583. For cigars, cigarettes, cheroots and tobacco. Registered April 27, 1922, by Berton E. Poor, Jonesville, Mich.

PRESIDENT PATTERSON'S PLANS

When F. B. Patterson, president of The National Cash Register Company, and son of the late John H. Patterson, was asked as to his future plans, he firmly stated that he fully expects to devote his life to advancing and carrying out the ideals which were established by his father.

He said:

"The policies which have developed our business from a one-room factory to an organization employing more than 10,000 people in all parts of the world, will be continued.

"I also will devote a portion of my time to promoting all up-lifting activities in this community.

"I am especially interested in the progress of Dayton, and will do all within my power to further community betterment, welfare work, and everything that will help improve the conditions under which we live."

WARNING AGAINST STALE GOODS

The American Tobacco Co. has issued the following announcement concerning stale tobacco goods acquired through irregular channels, carried by some distributors:

"Our direct customers cannot, in all fairness to their retail customers, to consumers and to this company, distribute our merchandise fresh from our factory, together with merchandise of our manufacture of old and imperfect condition purchased from other sources. Confusion and dissatisfaction invariably result.

"We desire to state that in justice to all of our customers and in the general interest and protection of the tobacco business and our products, we will not continue as a direct account with this company any customer who sells, under any circumstances, war goods or old goods of our manufacture in imperfect condition, which they have purchased from outside sources."

"JOHN RUSKIN" IN MILWAUKEE

Splendid progress on the "John Ruskin" brand is being made in Milwaukee, according to the I. Lewis Cigar Mfg. Co. The brand has just been placed there with the Cavalla Tobacco Co. A selling campaign is under way and the retail stores are showing some fine window trims. In addition to the regular sales force, specialty men will lend their assistance. The whole campaign is being supported by newspaper publicity.

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JUNE 15, 1922

VOLUME 42 NO. 12

THE TOBACCO WORLD

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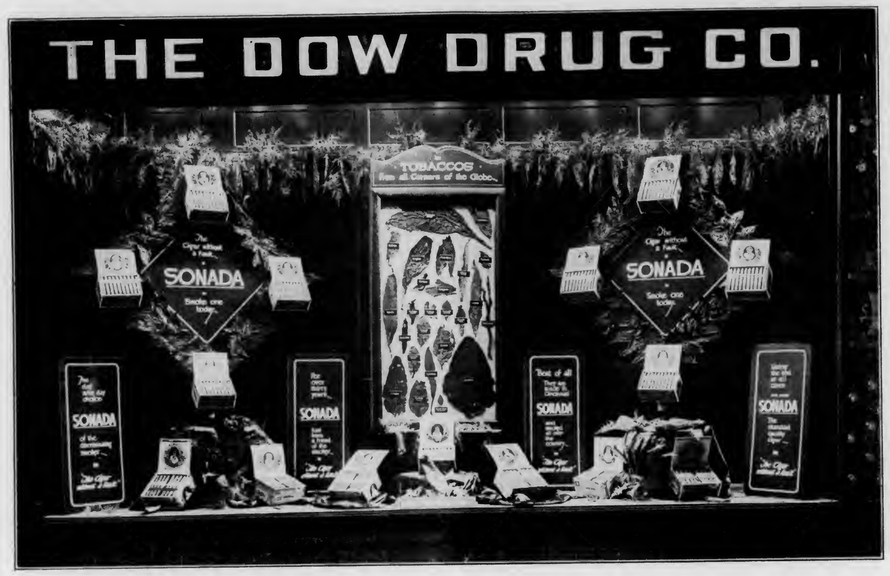

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The Tobacco World

Established 1881

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Volume 42

THE TOBACCO WORLD

Established 1881

Number 12

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 15, 1922 Foreign $3.50

N. C. L. T. A. Holds 25th Annual Convention

MEMBERS and delegates to the number of about one hundred gathered at the Hotel Ambassador, Atlantic City, New Jersey, on June 5 and 6 to attend the twenty-fourth annual convention of the National Cigar Leaf Tobacco Association.

The first session was called to order at 10.30 A. M. in the Oriental Room of the hotel, with President George Berger presiding.

His address covered a wide scope and the more important features were presented for discussion by the Resolutions Committee.

Following adjournment to the Boardwalk, where a panorama photograph was made of the convention, the meeting again went into session.

A list of the membership was read showing 125 firms and 28 individuals as active members, and 25 associate members.

A communication was read from Waitt & Bond extending an invitation to the convention to visit their model cigar factory at Kentucky avenue and the Boardwalk where the "Blackstone" cigar is manufactured on fresh work cigar machines in full view of the public.

The secretary then read a telegram from Benno Rosenwald expressing his regret at being unable to attend and extending wishes for a successful meeting.

Jerome Waller, treasurer, then presented the following report:

Gentlemen of the Convention:

Science, as applied to surgery, has effected many cures, but the greatest of all healers is Time, itself. Though somewhat apprehensive three years ago of ever being able to heal our long-standing sore, our seemingly never-to-be-cured wound—the annual deficit—yet Time has once more asserted itself and has healed it beyond, I hope, the possibility of ever again being opened. The figures herewith appended show that we are solvent. We are out of debt.

We have liquidated the deficit, but "Eternal vigilance is the price of peace," and unless you are up and doing and alive to your needs at all times you cannot expect to keep your head above water. I therefore warn you against the same lethargic spirit which has sometimes actuated you in the past and which is already manifest this year. Our membership has decreased from 222 to 203, a loss of 19, and our receipts for dues this year are thus far $7,355—hardly sufficient to cover our current expenses, which last year amounted to $7,821.

The three factors which have made our present financial condition possible are first, your generous response to my appeal at Dayton for voluntary subscriptions; second, the increase of the rate of dues; third, the voluntary assessment of various local Boards this year in order to wipe out the last vestige of a deficit. Don't make it necessary to resort to these methods in the future.

Last year you wisely adopted the suggestion of our President of establishing an associate membership to which all cigar manufacturers are eligible. This is a very fertile field to work in to obtain the necessary financial support of our organization, to say nothing which the moral support of numbers gives an organization in its workings and undertakings. Notwithstanding the passage of this amendment, I regret to say that practically nothing has been done in that direction, and what little work was done, was done entirely by four individual members. We have secured twenty-nine associate members, of which thirteen are to be credited to the firm of Joseph Mendelsohn alone. This is the sort of lethargy from which you must arouse yourself if you are going to perpetuate the National Cigar Leaf Tobacco Association.

We should have at the end of this year instead of twenty-nine associate members, no less than 500. Surely to secure these is not a hard task for 200 individuals. It means every member obtaining two associate members.

There are eight delinquent members who have not signified any intention of resigning. I have no doubt that if a specialized effort were made to bring these firms back into the fold, the task could be accomplished very easily. Unless something is done in both these matters, you are surely going to face a deficit again next year. In the language of the day, "Get busy; on your toes; eyes right, forward!"

I have no recommendations to make; I merely suggest that every member set himself the task of obtaining two associate members this year. I also again beg to suggest that many leaf dealers are still without the fold and we should gather them in.

I am proud to be able to report a surplus, although small, this year, rather than a deficit. I feel it is a step in the right direction, and I hope that it can be repeated, increasing yearly for many years to come.

I feel that I have at least been of some service to the organization and I thank you for having afforded me the opportunity to serve.

Respectfully submitted,

JEROME WALLER,
Treasurer.

The report of the treasurer was adopted without discussion.

The reports of the various committees were then called for and the various chairmen responded.

The chairman of the committee on freight rates stated that a letter had been filed with the tariff commission setting forth that rates were high and that less than carload lots were not covered. It was reported that a letter had been received in reply which seemed to infer that these difficulties would shortly be adjusted.

The Resolutions Committee was then appointed to report at 9.30 A. M. the following morning. The committee consisted of Joseph Cullman, Joseph Mendelsohn, W. S. Fuller, C. E. Long and A. W. Kaercher.

The treasurer then offered a resolution as an amendment to the by-laws providing for the president to be empowered to levy an assessment not exceeding $5 per member in case a deficit exists at the end of a fiscal year. After some discussion the resolution was finally passed vesting the power to make an assessment in the hands of the officers and limiting this assessment to $5 per member.

Frank B. Wilkinson, of the Bureau of Markets of the U. S. Department of Agriculture, was then introduced and discussed the efforts being made to standardize and grade leaf tobacco. He presented charts to the convention showing what progress had been made in this work and asked for constructive criticism on them. He stated that he had under consideration treating the standardization in three separate divisions: first, as to length, second, as to quality and color, and third, texture, body, shape, etc., all to be included in one classification.

One chart shown was graduated in inches and the different one-inch lengths would be denoted by a fractional number, *e. g.*, size 23½ on this chart would mean that the leaf contained in the particular lot must measure between 22 and 23 inches, etc. Another chart was graduated in two inches and an odd number was used on each of the sizes on this chart, *e. g.*, size 23 would mean that the leaf must measure between 22 and 24 inches. Another chart was graduated in four inches and even numbers were used on this chart, *e. g.*, size 22 would mean that the leaf must be between 20 and 24 inches in length. It was also proposed to insist at the start, should this system be adopted, that 75 per cent. of the leaf in each lot so classified must come within the required length, and after further investigation as to what shrinkage might be expected in a lot of tobacco it was planned to adjust this percentage if necessary, either making it more (80 per cent.) or less (70 per cent.) as was found more practicable. This system as outlined by Mr. Wilkinson was very favorably received by the convention.

After some discussion the following committee was asked to meet with Mr. Wilkinson: William Lukawitz, F. B. Griffin, Morris Rosenthal, H. C. Way, William S. Brill and N. Goldring.

The convention then took a recess to meet the following morning at 9.30 A. M.

The second session was called to order about 10.00 A. M. on Tuesday morning, June 6, with President George Berger in the chair.

The report of the Resolutions Committee was then called for and Joseph Mendelsohn presented the following:

STANDARDIZATION OF CIGAR LEAF TOBACCO.

Whereas, The Department of Agriculture, through the Bureau of Markets, is making gratifying progress in the work of perfecting a system of standardizing cigar leaf tobacco; and

Whereas, Mr. F. B. Wilkinson, the expert in charge of this work, had sought advice and suggestions from the members of this Association and has presented at this convention an illuminating outline of the plans of the Bureau; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association, in annual convention assembled, reiterates its endorsement of this project and again tenders its co-operation to the Bureau and the Department; and be it further

RESOLVED, That the Legislatures of the various cigar leaf growing States are hereby urged to make liberal appropriations to provide co-operation with the federal authorities in carrying on this work; and be it further

RESOLVED, That the thanks of this Association are hereby tendered to Mr. F. B. Wilkinson for his interesting and timely address on the subject of the standardization of leaf tobacco; and be it further

RESOLVED, That the President of the National Cigar Leaf Tobacco Association is hereby authorized to reappoint the special committee of the Association with full authority to confer with officials of the Government from time to time and to agree upon an official classification of all the important types of American cigar leaf tobacco; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Secretary of Agriculture and to Mr. Frank B. Wilkinson, of the Bureau of Markets.

The committee appointed to meet with Mr. Wilkinson made their report and stated that they were very much in favor of adopting the proposed system of standardization. There was some discussion as to how it would affect the system used in Ohio and other districts, but that it would give to the trade the necessary information and the committee urged its adoption, and that the association begin to use it.

After the reading of the resolution the question was raised as to the meaning of the phrase, "are hereby urged to make adequate appropriations." After discussion this was changed to read, "Secretaries of Legislatures be asked to make appropriations in states where leaf tobacco is grown." This change was accepted.

John R. Young offered an amendment urging the members not to move the adoption of the resolution and then forget all about it, but to begin to use it. The resolution was adopted with this amendment.

William S. Brill suggested that the symbols of this system be used on all letterheads, billheads and tags of the members of the association.

THE TARIFF ON WRAPPER LEAF TOBACCO.

Whereas, The general tendency of retail prices is downward and in sympathy with this movement there is now in evidence a strong demand on the part of the public for an acceptable five-cent cigar; and

Whereas, The lesson of the year 1921, during which the output of cigars was less than in any year since 1900, points to the necessity for the production of a five-cent cigar comparable in quality with the pre-war standard; therefore be it

RESOLVED, That it is the sense of the National Cigar Leaf Tobacco Association, in annual convention assembled, that Congress should fix such a rate upon wrapper leaf tobacco as will make it practicable to produce a five-cent cigar of pre-war standard.

After the reading of this resolution, William S. Fuller offered the following minority report on behalf of the Hartford Association:.

"Resolved that it is the sense of the National Cigar Leaf Tobacco Association that Congress should make permanent the tariff on cigar leaf tobacco as passed in the Emergency Tariff Law."

E. A. Calves stated that this was really asking for a tariff of $2.35 when the pre-war rate was only $1.85. It was brought out in the discussion which followed that protection did not seem to be as much of an issue as that of raising revenue. The point was also raised that since there was a growing demand for a five-cent cigar by the consumer it would look as if the N. C. L. T. A. thought that a five-cent cigar could be produced with a tariff of $2.35 on wrapper leaf.

Joseph Cullman then stated that he felt that it was wiser instead of fixing a rate at the convention to ask the House of Representatives to use the means at their disposal to find out what the cost of production is and then to fix a rate so that a five-cent cigar can be made. He added that four large factories are willing to open their books to permit an investigation of the cost of producing such cigars.

On a vote the motion to adopt the minority report was lost and the main resolution was then adopted as read.

CO-OPERATIVE MARKETING.

Whereas, An association of Connecticut Valley tobacco growers is being formed with the object of standardizing their product with a view to marketing it co-operatively; therefore be it

RESOLVED, That, assuming this action is for the best interest of the cigar industry in all its branches, and assuming this movement shall result in a distribution based on sounder economies than the present method of purchase and sale with an equal or better return to the farmer, the National Cigar Leaf Tobacco Association will give its hearty approval to the project; and be it further

RESOLVED, That a copy of this resolution be forwarded to Hon. J. W. Alsop, Avon, Conn.

NOTE: At the request of the convention, Fred B. Griffin, of Hartford, Conn., delivered an interesting dissertation on the Sapiro plan of co-operative marketing.

After the reading of the resolution Jerome Waller asked for an explanation of just what co-operative marketing meant as proposed in Connecticut. Fred Griffin offered to explain and cited several examples of instances where the plan had worked out satisfactorily. As far as Connecticut was concerned the growers seemed to be willing to give it a thorough trial and Mr. Griffin was in favor seeing how it would work out.

Joseph Cullman stated that if the proposed new method would afford a better means of distribution for leaf tobacco it would be foolish not to try it, and that he was in favor of the resolution.

Jerome Waller objected to the use of the word "will" in the resolution on the ground that it made a definite future promise. Mr. Cullman then proposed to change the word "will" to "does." Gordon Stewart, of A. N. Sheppard & Son, favored the revision, after which it was unanimously adopted. The secretary was instructed to forward a copy to Joseph W. Alson, of Avon, Connecticut, a leader in the co-operative marketing idea.

The following resolutions were adopted without debate:

ESTABLISHMENT OF FREE ZONES.

Whereas, The Senate Committee on Commerce has reported with a favorable recommendation a bill providing for the creation of free zones at ports on the Atlantic and Pacific; and

Whereas, Within the boundaries of such zones it is proposed to permit foreign merchandise to be unloaded, sorted, cleaned repacked or manufactured with or without the addition of domestic materials; and

Whereas The report of the Senate Committee on Commerce makes it clear that the establishment of the proposed zones would be in no way antagonistic to the policy of protection, but, on the contrary, would provide every safeguard against the improper admission of foreign merchandise and at the same time would supply an outlet for large quantities of domestic material which cannot now be exported as such; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association, in annual convention assembled, heartily endorses the free zone plan and urges upon the Senate and the House of Representatives the early consideration and passage of the pending bill; and be it further

RESOLVED, That copies of this resolution be forwarded to the Chairman of the Senate Committee on Commerce and the House Committee on Interstate and Foreign Commerce.

SALES TAX.

Whereas, There is now pending in Congress a measure providing for the payment of a soldiers' bonus but specifying no method of raising the necessary funds; and

Whereas, The President of the United States and the Secretary of the Treasury have wisely declared that Congress should provide adequate taxation to defray the cost of any bonus that may be authorized; therefore be it

RESOLVED, That it is the sense of this Association, in annual convention assembled, that if a bonus is to be voted by Congress a provision should be enacted raising the necessary funds by a sales tax at a rate of not to exceed one per cent. or a turnover tax at a rate not exceeding one-half of one per cent.; and be it further

RESOLVED, That copies of this resolution be transmitted to the Chairman of the Senate Finance Committee and the House Committee on Ways and Means.

REDUCED FREIGHT RATES.

Whereas, The Interstate Commerce Commission has ordered cuts amounting to ten per cent. in the freight rates on practically all commodities, and,

Whereas, The railroad systems of the country while recognizing this order to the extent of reducing the rates on leaf tobacco in carload lots but have made no concession as to shipments in less than carloads; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled hereby appeals to the Interstate Commerce Commission to promulgate such specific order as may be necessary to bring about the same reduction in the rates on leaf tobacco in less than carload lots as have already been made in carload shipments; and be it further

RESOLVED, That a copy of this resolution be transmitted to the Secretary of the Interstate Commerce Commission.

CUBAN PARCEL POST.

Whereas, There is now pending before the House Committee on Ways and Means a measure proposing that cigars made in the Island of Cuba shall be imported into the United States by parcel post, and thus distributed direct to consumers; and

Whereas, The enactment of such a measure would work serious injury to the American cigar industry and would cause a heavy shrinkage in the customs revenue derivable from cigars because of the lack of uniformity of appraisal at the numerous ports at which they would be entered; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled hereby protests vigorously against the measure referred to; and be it further

RESOLVED, That copies of these resolutions be transmitted to the Chairman of the House Committee on Ways and Means and the Secretary of the Treasury.

REPEAL OF THE CANTRILL LAW.

Whereas, The compilation by the Census Bureau of quarterly statistics of leaf tobacco holdings pursuant to the provisions of the Cantrill Act involves a duplication of work which can be much more accurately executed by the Tobacco Division of the Internal Revenue Bureau; and

Whereas, The present system of collecting statistics by the Census Bureau imposes unnecessary burdens upon the tobacco trade for which there is no compensating benefit; and

Whereas, The Government at Washington is making a laudable effort to eliminate all duplication of work and to effect economies wherever possible; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled hereby reaffirms its former declarations against the further continuance of the Cantrill Act on the statute books and urges its speedy repeal; and be it further

RESOLVED, That copies of this resolution be forwarded to the Census Committees of the Senate and House, to the Director of the Census and to the Commissioner of Internal Revenue.

LEGISLATION REGARDING PRICE MAINTENANCE.

Whereas, The United States Supreme Court in the so-called Colgate case and in other cases has unqualifiedly affirmed the right of the manufacturer to fix the price at which his products shall be sold and to refuse to sell to dealers who do not maintain such prices; and

Whereas, The Supreme Court nevertheless has expressed the opinion in other cases that a formal contract made between the manufacturer and dealer for the maintenance of fixed prices is void in view of the present state of the law on the subject; and

Whereas, In the so-called Beech-Nut Packing Company case, recently decided, the Supreme Court, while reaffirming its opinion in the Colgate case, has held that a "system of price maintenance" involving the co-operation of dealers or others "which has the effect of restricting competition" in the selling of the product of the manufacturer employing such system is an "unfair method of competition" in violation of the Federal Trade Commission Act, even though no agreement, either expressed or implied, between the manufacturer and his distributors is proved; and

Whereas, Such confusion in the minds of manufacturers and merchants has been produced by these decisions as to make it impracticable to devise an effective method of securing the adherence of dealers to resale prices fixed by manufacturers without the enactment of a special law dealing comprehensively with these important subjects; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled earnestly urges upon the attention of Congress the advisability of enacting a carefully framed law based upon the principle underlying the so-called Stevens-Kelly bill, now pending in the House of Representatives, specifically legalizing price maintenance by such methods as will render effective price schedules fixed by manufacturers while providing adequate safeguards for the consumer; and be it further

RESOLVED, That a copy of these resolutions be forwarded to the Chairman of the House Committee on Interstate and Foreign Commerce.

ON DEATH OF ABRAHAM BIJUR.

RESOLVED, That the eulogy on the late Abraham Bijur embodied in the President's address be suitably engrossed and transmitted to Mr. Bijur's family.

ON DEATH OF CARL R. FIREY.

Whereas, It has come to the notice of the convention that Carl R. Firey, a member of the staff of the *Tobacco Leaf*, passed away on Saturday, June 3, and

Whereas, Mr. Firey was a regular attendant, for the past four years at our convention, and had, by his keen enthusiasm and winning personality, endeared himself to the members of this Association; therefore, be it

RESOLVED, That the National Cigar Leaf Tobacco Association feels deeply the untimely death of a friend, and the secretary is hereby instructed to communicate this resolution expressing our heartfelt sympathy to the bereaved family.

WASHINGTON REPRESENTATIVE.

Whereas, Our Washington representative, Mr. W. L. Crounse, has so efficiently taken care of the interests of the National Cigar Leaf Association for the past twenty-two years; therefore be it

RESOLVED, That Mr. Crounse's services be again secured for the ensuing year at the same remuneration as heretofore paid to him.

PROPOSED INCREASE IN CIGAR TAX.

Whereas, Recommendations for an increase in the schedule of Internal Revenue taxes on cigars have emanated from the Treasury Department from time to time for several years past; and

Whereas, The cigar manufacturing industry is now carrying so heavy a burden of taxation and of high labor and material costs as to prevent any expansion in the industry, the output of which has remained stationary for more than twenty years; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association, in annual convention assembled, urgently protests against any increase in the Internal Revenue tax on cigars on the ground that the existing schedules are above the specific revenue point; that the graduated system of taxation is injurious to the industry, being unduly burdensome and conducive to fraudulent manipulation; and that any increase whatever in existing rates would result in a disastrous reduction in consumption and therefore in production; and be it further

RESOLVED, That copies of this resolution be forwarded to the Chairman of the Ways and Means and Finance Committees and to the Commission of Internal Revenue.

THE TARIFF ON FILLER AND SCRAP TOBACCO.

Whereas, The Senate Finance Committee, by amendments to the pending tariff bill, has voted to restore the rates of duty in force for many years upon filler and scrap tobacco; therefore, be it

RESOLVED, That it is the sense of the National Cigar Leaf Tobacco Association, in annual convention assembled, that the action of the Finance Committee is unqualifiedly approved as being in the interest of the entire American cigar industry, including manufacturer, operative dealers and the farmers growing domestic leaf, the production of which is stimulated by an adequate supply of imported fillers and scrap for blending purposes.

THANKS TO TRADE PRESS.

RESOLVED, That the thanks of this Association are hereby tendered to the trade press for its support of our policies during the past year and for the generous amount of space it has uniformly devoted to our affairs, and especially for the intelligent discrimination it has shown in giving its support to matters bearing upon the general welfare of our entire industry.

TO ENTERTAINMENT COMMITTEE.

A resolution was proposed and adopted thanking the Entertainment Committee, and especially Percival R. Lowe, the chairman, for the excellent entertainment provided for the occasion.

THE RETIRING OFFICERS.

A resolution of thanks was unanimously adopted thanking the retiring officers for their efficient services to the Association during the past year.

G. W. Stanton, of the International Cigar Machinery Company, was then introduced and made a short address on conditions in the cigar industry. He said:

The freshwork cigar machine on which the famous Waitt & Bond "Blackstone" cigar is being made on the Boardwalk in plain view of the public, he thought, offered one of the solutions to the problem by giving cheaper production costs. In commenting on the tremendous increase in the number of cigarettes produced in the past thirty years up to the point where last year it reached 47,000,000,000, he stated that undoubtedly the introduction of machinery into the cigarette industry had had a great deal to do with this increase, while the production in the cigar industry had made practically no increases to speak of, in the past twenty years.

This seemed to him to be of great importance but the cigar manufacturer was very reluctant about taking this lesson to heart. He stated that wages in the cigarmaking industry were governed by the price paid unskilled labor, and that young men were not learning cigarmaking these days. The only skilled cigarmakers today are the older men. And the supply of cigarmakers is gradually becoming less. He also believed there were too many different sizes and shapes of cigars being made today.

One of the great factors making for the success of the cigarette industry was the standardizing of their product and he believed cigar manufacturers should get together and do the same. The cigarette industry is making tremendous inroads on the cigar production through their tremendous advertising. He believed the exhibit of Waitt & Bond on the Boardwalk at Atlantic City was a wonderfully good thing for getting the people to want to smoke cigars. He suggested some slogans be used by the cigar manufacturer in advertising. He also spoke very strongly on the value of co-operation, and believed the idea of associate members was a fine thing, and would give an association additional prestige in voicing their protests or support of any proposed legislation. The difficulty with the cigar industry was partly lack of co-operation. He stated he believed there was a future for the cigar industry and that it was picking up at present.

A cablegram was then read from Joseph Cullman, Sr., in Amsterdam, expressing his regret at being unable to attend the meeting but expressing best wishes for the success of the convention.

The meeting then proceeded to the election of officers and Harry Rothschild placed in nomination the name of Joseph Mendelsohn with a graceful speech referring to Mr. Mendelsohn's activities and also to the fact that as the convention would probably be held in New York in 1923 on the occasion of the twenty-fifth anniversary of the association that it would be very appropriate that Mr. Mendelsohn should be the presiding officer on that occasion. Mr. Mendelsohn was unanimously elected.

A. W. Kaercher, of Chicago, was placed in nomination for vice-president by N. Goldring and was elected.

Al Newfield nominated W. S. Fuller, of Hartford, Connecticut, as treasurer, and his election was unanimous.

Milton Ranck, of Lancaster, offered the name of Jerome Waller as secretary, to which office he was duly elected.

New York extended an invitation for the convention to meet in that city in 1923 on the occasion of the twenty-fifth anniversary of the association. This was unanimously accepted.

The new president, in the name of the retiring officers, then extended hearty thanks to the members for their attention and attendance and expressed the wish that there would be even a larger gathering in New York in 1923.

The meeting was then adjourned.

THE BANQUET

The banquet on Monday night was held in the Venetian Room of the Hotel Ambassador, and as was anticipated, Percival Lowe, chairman of the Entertainment Committee, lived up to his reputation as an entertainer *extraordinaire*.

The banquet itself was all that the name implies, and while there may have been a few who couldn't *see* the dancing, they could all *'ear* the musie.

The cabaret was in charge of Ralph Wonders and Miss Gay Young, assisted by the Kentucky Serenaders and an array of enlivening talent.

While the talent left nothing to be desired, some of the members of the association showed the diners that amateur talent is not without merit.

(*Continued on Page 20*)

DETROIT

Local Dealers Report Sales Showing Improvement—Many Attractive Windows Greet City Vistors—Sam Gilbert Makes Purchase of Fine Leaf for "Webster" White in Havana—John W. Merriam Visits Trade

Detroit, Mich., June 15, 1922.

DETROIT boom is seen in the cut on freight rates; a slice of 10 per cent. will stimulate business, say trade leaders here. The reduction of freight rates ordered by the Interstate Commerce Commission will greatly aid the business industry in our city. Detroit as an industrial center, using large quantities of raw material and shipping an equal amount of finished products throughout the country, will be greatly benefited by the reduction.

The retail cigar dealers report good business throughout the city during the past ten days, many conventions have been held during the first half of June and thousands of visitors have paid their respects to the city. The Michigan night Templars held their conclave here on the 5th, 6th, and 7th, which was the greatest assembly in point of attendance ever held in this state. Over 5000 Knights were registered at the various hotels, and a rushing business was enjoyed in practically every line.

During the past week many attractive and artistic window displays of popular brands have been featured in the leading stores, *viz.*, "Las Vegas," "Webster," "Robert Emmet," "Optimo," "Dutch Master," "La Palina," "El Producto," "El Moro," "T-R," "Roi-Tan," "Emerson," "Chancellor," "Robert Mantell," "Mi Lola," "Prince Hamlet," "San Felice," "El Cruzador," "Charles Thompson" and numerous other brands worthy of mention.

Samuel Gilbert, president of the Webster Cigar Company, has returned from a three weeks' trip to Cuba, where he has been giving his personal attention to the purchasing of selected leaf for the "Webster" cigar.

J. F. Finn, Michigan representative for Phillip Morris & Co., on "English Oval" and "Phillip Morris" cigarettes, is making the rounds of the summer resorts. He was last heard from at Mackinaw Island, where he reported the weather cool and business good.

William P. Miller (American Sumatra Tobacco Company) called on the Detroit cigar manufacturers this week.

Al Korn and Charles Fee, of M. F. Minden & Co., are making the rounds of our busy city together in the interest of "Bouquet de Paris." Al is full of "Bouquet de Paris" conversation and sales talk; Charles owns the big Packard and more conversation, so accordingly the roadhouses in the vicinity of Detroit are receiving lots of attention.

Harry Friedlander, special representative of F. Vega & Co., in the Chicago district on "Las Vegas" cigars, paid the factory a visit this week. Harry tells me the Chicago smokers are enjoying the "Las Vegas" combination, and that the brand is going over big in the windy city.

Ben J. Straus (A. Santaella & Co.), the "Optimo" cigar ace, is in the city conferring with The Worth Cigar Company, who are the Michigan distributors for the "Optimo" cigar.

Miss Marie Oetting, who has been associated with M. A. LaFond & Co. as office manager for the past eight years, has resigned to accept a position with the Firestone Tire Company as assistant to the credit manager. Miss Oetting will be greatly missed by all the cigar men, as she is well known by all the Knights of Griphood, who extend to her their best wishes for success in her new position.

John W. Merriam (M. Bustillo-Merriam Co.), Tampa, Florida, was a recent caller on the Detroit cigar merchants and city clubs. John says he is enjoying very good business, as he has a wonderful line of the best cigars to sell the trade.

Edward J. Lieb has been with us for a few days showing his line of "Rutalis" cigars.

George Meigs, of "La Puritoso" and "La Democracia" fame, blew in the city this week from the Lake St. Clair fisheries, where he maintains a summer home and enjoys a life of ease. During the warm summer months George is seen very seldom in bustling cities, so business is done a la telephone. That's the stuff, George; we used to be poor once ourselves.

On June first Charles M. Higgins celebrated the twenty-fifth anniversary of his association with the firm of Lee & Cady, Inc., of which firm he is manager and buyer of the cigar and cigarette department. Under his capable management the cigar department has grown to be the largest in the State of Michigan, and leading brands that he has made famous are "La Palina," "Cinco," "San Felice" and numerous other brands worthy of mention.

Willis A. Andruss, general sales manager for the Congress Cigar Company, has been rusticating in our midst for a few days. Willis looked happy and prosperous and was wearing the smile of contentment. Willis informs me that "La Palina" cigars are going over bigger than ever and that the month of May was the banner month with his Detroit distributors (Lee & Cady), who sold 1,600,000. Isn't that enough to make a fellow happy?

Detroit News

(*Continued from Page 10-a*)

J. M. Cuyar (Andreas Diaz & Co.) called on the retailers and clubs here this week and reports a very satisfactory business from all of his customers.

Herbert V. Mesick, Middle West representative for Cuesta, Rey & Co., "Made-in-bond" cigars, gave the city the once-over this week and pocketed many nice orders for his brand before departing for other points.

Val G. Keough (Preferred Havana Tobacco Co.) blew in from Cleveland the other day and lingered long enough to pick up some nice business on "Henry The Fourth" and his other brands, before leaving for Chicago and the West. Val tells me business has been fine with him and that business in Cleveland (his home city) is improving rapidly.

The Watkins Cigar Company are displaying a very attractive window of "Optimo" cigars in their David Whitney store. This brand is proving a very popular seller with their trade.

"T-R" cigars (Great Lakes Cigar Co.) will hereafter be distributed in Detroit and vicinity by Charles F. Becker Company.

Joseph Banker (M. Sacks & Co.) was a recent visitor to Detroit and reported a very successful trip and good business over his territory.

Henry G. Alces, general representative for Diaz Cigar Corporation, manufacturers of "Pedola" cigars, the aroma of Cuba, paid his respects to the city of Detroit during the past ten days. Harry says he finds business improving along the route he has covered.

A. L. Ullnick (M. J. Lopez & Co.) was a recent visitor to sign THE TOBACCO WORLD register.

A. A. Gumpert (Gumpert Bros.), "La Morena" cigars, called on the Detroit retailers this week, and from reports his stay in our city was very successful.

Thomas F. Gray (Arguelles Lopez & Bro.), the veteran cigar salesman, has been with us for a few days looking over conditions and picking up some very fine business on "Tadema" Havana cigars, which are very popular with the Detroit smokers.

Edgar H. Battin (A. Santella & Co.) is sojourning in our city on a six weeks' stay doing specialty work on "Optimo" cigars, which are distributed by the Worth Cigar Company. Edgar says our city is great, and that he is meeting with success on the distribution of "Optimo" cigars, whirh are "Best of the Best," mild, aromatic and sweet.

Joe M. Gans (Gans Bros.), New York City, was a recent visitor to our busy city, and as usual Joe secured some fine orders here on his brands. He reports trade conditions as greatly improved throughout the territory in the West and Middle West.

J. S. Stanwix (Tobacco Products Corporation) called on the trade here this week, and reports business to be ace-high with his company's products.

Guy Caverly is putting on a very strenuous campaign on "Van Dam" cigars, which is a product of the Johnson Cigar Company. Guy has joined the ranks of distributors and is doing a regular jobbing business on the "Van Dam" brand.

It took an Irish policeman to arrest nine Irishmen lately from Ireland, for drinking Irish whiskey on Friday night.

R. R. "Dick" Tobin (Falk Tobacco Co.) has returned from a very successful trip through the State, where he reports big business on the Falk's display combination carton. This combination carries all the popular brands of his company's products and is proving a winner as well as a business getter, and Dick says he is knocking them cold.

William S. Ney, cigar broker of Kansas City, Missouri, paid his respects to the city last week, and reports good business over his territory.

Mark M. Abel (Alfred Orlik), New York City, has been with us for a few days showing his fine line of "Orlik Scoop Pipes and Holders," which are proving very popular with the smokers everywhere.

N. N. Smith (N. N. Smith Co.), Frankfort, Indiana, "Bankable" cigars, was a recent visitor to the city, in the interest of his brand, which is one of the leading sellers here at eight cents, two for fifteen.

William McDonald (F. Garcia & Bro.), Tampa, Florida, called on the clubs and leading retailers this week with his line of clear Havana cigars, which enjoy a good sale here.

Say, you read it in THE TOBACCO WORLD and you read THE TOBACCO WORLD and you subscribe to THE TOBACCO WORLD! How about that SUBSCRIPTION for your clerks at home? It's only Two BUCKS per year.

Mike of Detroit

CARL R. FIREY DEAD

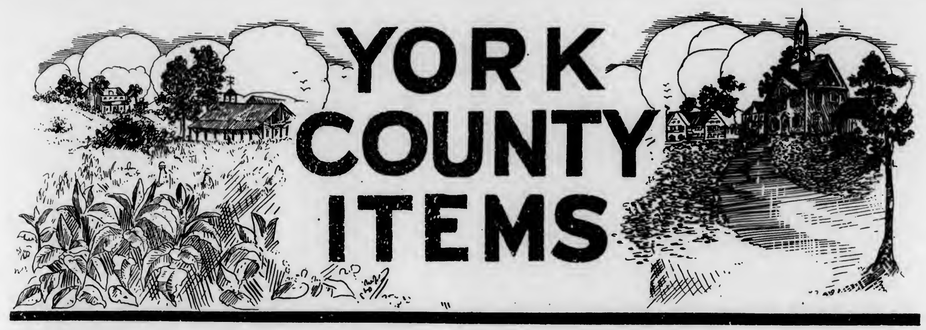
Those of the trade who enjoyed the weekly cartoons appearing in *The Tobacco Leaf*, created by Carl R. Firey, will be saddened by the news that he passed away on the evening of June 3, as a result of tubercular pneumonia. He was ill but a few days.

Firey will be remembered not only for his cartoon work, but for the splendid qualities which endeared him to all who knew him. He had a keen sense of humor and he derived much pleasure in the fraternal circles of trade journalism.

He was particularly gifted with the pen and the members of the different organizations of the tobacco industry enjoyed and appreciated the cartoons which he made of prominent figures at the various conventions.

Mr. Firey was born in Aberdeen, S. D., in 1886. He was the son of Mr. and Mrs. John H. Firey of that city, who survive him. His education was received at Aberdeen and later at Washington & Lee University. Then he studied art at the Chicago Institute and later at the Art Students' League in New York City. Before joining *The Tobacco Leaf* he was connected with the Brooklyn *Eagle*. Not only was he well known as a cartoonist, but he also acquired an easy style in writing and was widely acquainted in leaf tobacco circles throughout the country. The reviews of numerous conventions came almost entirely from his pen, in addition to regular articles which he wrote from week to week in addition to his cartoons.

"Mi Hogar" cigars show increasing distribution in Philadelphia due to the efforts of Dan Ostrow, who is jobbing this brand. Mr. Hess, representing E. P. Cordero & Co., the manufacturers, has been in town calling on the trade.



York, Pa., June 13, 1922.

YORK will shortly have two more cigar factories of some considerable size, if suitable quarters can be found.

Representatives of a Philadelphia firm and also of a New York concern, were in York looking for buildings where they could turn out from fifty to one hundred thousand cigars per day. Such buildings are certainly not plentiful in our city, and with our numerous cigar factories and leaf tobacco houses, buildings of this kind are scarce.

The Merchants' Cigar Company report business increasing on their brands, "New York Hand Made" and "Montello" five-cent cigars.

J. G. Bergdoll Cigar Company are busy getting out "York Imperial" cigars, to fill their increasing orders on this brand.

J. H. Stiles, leaf tobacco, reports trade conditions good and strong for light wrapper goods.

"Repeating everywhere" is the report that comes from all sections on "Grape Juice" scrap tobacco. This brand, which has its home in this city, is manufactured by the David Forry Tobacco Company, and they enjoy the reputation of having one of the largest scrap factories in the State of Pennsylvania. This is the reason for the people of this city feeling justly proud of the enterprise, which is well and favorably known for their brands of scrap tobacco throughout the eastern section of the United States.

This brand, which has enjoyed a big following, has been given a very broad distribution during the past several months. Samuel E. Foultz, general representative of the manufacturers, having opened a number of important accounts, was taken suddenly ill at Sunbury, Pennsylvania, last Monday, was rushed to a hospital, where an immediate operation for appendicitis was made. We are very glad to state that he is rapidly recovering from the operation and hopes soon again to be calling on the trade in the interests of this well-known brand.

"Two Toms," the new brand brought out by the David Forry Tobacco Company, is also promising to be one of the winners of the year. Several big jobbers have already lined up behind this brand.

Albert F. Gallatin Cigar Company have moved into their new building at Manor and Kings Mill Road, where, with the largely increased space, they will be better able to turn out more goods. This firm has been manufacturing the "El Royal" and "The Gallatin" for the past thirty years or more. They have always had a good business on these brands; heretofore they worked mostly local trade, but will now go after outside trade also. No reason why they should not be successful, because we figure that if you can please and hold your home trade (which is always more or less critical and hard to please), you can also please the outside trade.

The other day we noticed a solid carload of "Rigbys Value" cigars leaving York for Mansfield. W. H. Raab & Sons manufacture this brand. Not so bad, eh, what?—when we can ship 'em out in million lots.

E. P. Gillespie reports business very much improved, making about 75 per cent. five-cent cigars, which are moving along very nicely.

H. F. Martin, of H. F. Martin Cigar Company, just arrived home from a business trip, and reports having received some very nice business on the "Keen Kutter" cigar.

J. M. Oliver, representing the May Tobacco Company of Quincy, Florida, has returned to this section after a visit to his plantation and warehouses in Florida. He reports that he has made some good sales of fancy Florida wrappers.

John H. Baker Tobacco Company, manufacturers of scrap tobacco, are getting good results on their double sweat Pennsylvania scrap of the 1920 crop. This scrap is sweet and mellow, very mild and a sure burn, absolutely clean and ready to work. Just the scrap for fine nickel cigars.

George H. Hose recently opened the Square Cigar Store at Dallastown, Pennsylvania, where one may get the best that the market has to offer. George says everything will be on the square. We personally know that George will make good.

S. L. Etter, the North George Street cigar jobber, recently purchased from Sam Roseman a property in Red Lion, fronting 60 feet on Main Street. He intends to make extensive improvements.

JAY BEE.

HERMAN WALDBERG BECOMES BENEDICT

Herman Waldberg, genial young member of the advertising department of the General Cigar Co., was married on June 10, to Miss Sue Kabakow. The wedding took place at 10 P. M. in Independence Hall, Brooklyn, N. Y. The honeymoon is being spent in the Adirondacks. On their return Mr. and Mrs. Waldberg will take up their residence on Long Island.

PHILADELPHIA.

NEW ACCOUNT FOR FULWEILER BRAND

H. N. Norton, of P. C. Fulweiler & Bro. Co., announces the opening of a new account for the full line of Class C goods with the Table Queen & Cider Products Company, of St. Louis, Missouri.

Due to the acquisition of the "Stratford" brand the plant is about at the limit of its capacity and a walk through the factory gave ample evidence of the firm being crowded with business. Ocular evidence of this kind gives assurance that the cigar industry is steadily improving in health.

Mr. Loughran, of the Stratford Cigar Company, now has his headquarters in the Fulweiler offices.

TRADE SHOWING KEEN INTEREST IN "BLACKSTONE"

President Paul Brogan, of Dusel, Goodloe & Co., reports a very favorable outlook for a tremendous business in this section on Waitt & Bond's "Blackstone" cigar. Philadelphia has already shown a keen interest in this old and well-known brand.

The demand for "Pennsy" cigars, now retailing for five cents, has swamped the factory.

The sales forces will shortly be equipped with Ford coupes featuring the "Robert Emmet" package on which will be a reproduction of a noted painting of Robert Emmet.

The growth of their business has necessitated the addition of two new delivery trucks.

BROOKS' FIVE-CENT SMOKER SELLS

J. Brooks, who is manufacturing at 204 South Ninth Street, states that the Brooks "Five-Cent Smoker" is proving a popular seller. He is also bringing out a long filler panatella size to retail at five cents. At present he is producing about twenty-five thousand per week. The brand is being featured on the drug store stand in the Continental Hotel.

Mr. Brooks also makes the "La Electa," which is a Havana-filled cigar with a shade-grown wrapper.

"HAVANA FIVES" CONTINUE TO REPEAT

Bailey Bros. report that the growing demand for their "Havana Fives" has already advanced their production to a quarter of a million a month. It is their observation that there is a healthy improvement in the general cigar and tobacco business all along the line.

About Town With F. A. T.

J. Vipond, Jr., manager of the Scranton Tobacco Company, is reported enjoying an extended pleasure trip along the Pacific Coast.

Harry W. Boston, representative of the well-known pipe house of Wm. Demuth & Co., stopped in Philadelphia recently with the cheering word that the pipe business is good.

O. R. Kaiser, of the Cortez Cigar Company, was in town last week and states that there is a noticeable improvement in business.

Harry Cordero, of E. P. Cordero & Co., called on the trade recently and expressed himself as being very well pleased with the distribution on his "Mi Hogar" clear Havana cigar.

Sidney Freeman dropped in on the trade last week with his fine line of Manilas and also called attention to his fast selling domestic cigar, "Nu-Blend."

Sam Paley, of the Congress Cigar Company, is making a circuit of the Middle West, covering Detroit Chicago and Minneapolis, among other cities.

L. Chodat, of Chodat, Edie & Co., Decatur, Illinois, called on Bayuk Bros. last week. He is distributor for Bayuk products in the State of Illinois and brought good news of the growing popularity of their brands.

J. I. Coffing, southwestern representative of Bobrow Bros., paid a visit to the home office recently, bringing with him reports of better conditions and increased business on "Topic" and "Bold" cigars in his territory.

Charles Bobrow is back at the factory after an extensive trip over the country. He expresses himself as being very well pleased with the optimistic reports received from his many distributors.

A. L. Ehrber, of the Ehrber Cigar Company, Cleveland, Ohio, was among the out-of-town members of the trade in attendance at the funeral of Louis H. Eisenlohr.

Death Comes Suddenly to Louis H. Eisenlohr

THE sudden death of Louis H. Eisenlohr, vice-president of the nationally known firm of Otto Eisenlohr & Bros., Inc., brings to a close the career of one of Philadelphia's best known citizens and one whose trade acquaintance extended from coast to coast.

Mr. Eisenlohr was stricken suddenly on the evening of June 7 with an attack of acute indigestion and died before medical aid could reach him. At the time he was on board his new yacht, "Miramar," which was anchored off Port Jefferson, L. I., prior to the maiden trip of the yacht, which was launched on May 7.

Several days previous Mr. Eisenlohr had suffered from a similar attack of indigestion and it was thought that the trip on board his new yacht would benefit him.

Aside from his large acquaintanceship in the trade he was credited with having one of the largest circles of friends in this city. While yachting and motorboating were his hobbies, he also had a long-established reputation as an entertainer, and throughout the year he played host to his many friends on board his yacht in Florida waters in the winter and in northern waters in the summer.

He was especially well known in political circles, although he did not engage in politics. On June 3 he was one of the hosts at the Wellwood Club, at Charleston, Maryland, to "Uncle" Joe Cannon, Senator Walsh of Massachusetts and other prominent men.

The maiden trip of the new "Miramar" was to have been made to Philadelphia on the tenth, at which time Mayor Moore and other prominent Philadelphia citizens were to have been Mr. Eisenlohr's guests.

Louis Eisenlohr was a man of deep sympathies and a kindly nature. He was widely known for his quiet charities and his extreme generosity. He was deeply interested in the welfare of the poor and of the orphans, and his benefactions in their behalf were without ostentation.

Mr. Eisenlohr was born in Philadelphia June 14, 1859. With the exception of a few years which he spent as a rancher in New Mexico he had resided in this city all his life. He was unmarried and lived with the only surviving members of his family, Miss Marie Eisenlohr and Charles J. Eisenlohr, at 4200 Pine Street.

Among his clubs were the Union League, Manufacturers' Club, Jewelers' Club, New York Yacht Club and Philadelphia Yacht Club.

The funeral, which was held at 2 P. M. on Saturday, June 10, at his late residence, was largely attended. The Tobacco Merchants' Association was represented by a committee consisting of Charles Bobrow, Joseph M. Gallagher, Harvey L. Hirst, Jacob Loeb Langsdorf and George R. Frings.

The services were conducted by the Rev. J. Ramsey Swain, pastor of the Woodland Presbyterian Church. Music was rendered by a selected male choir. The entire service and funeral arrangements were carried out with a simplicity that was entirely in keeping with the characteristics of the man himself.

The floral tributes were many and seldom has there been seen at a funeral in Philadelphia a more gorgeous display of flowers in set pieces. Three trucks were required to remove the flowers for distribution among the hospitals of the city.

LOUIS H. EISENLOHR

Many touching allusions to Mr. Eisenlohr's generosity and loyalty were heard on all sides.

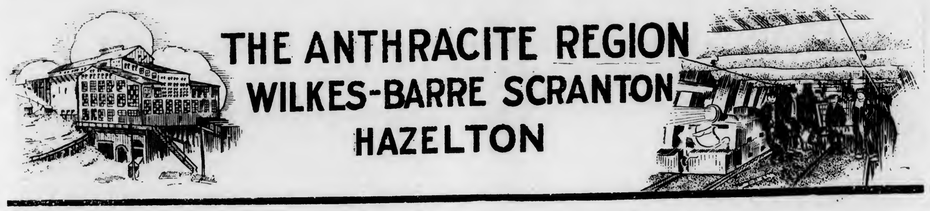
Philadelphia and the cigar manufacturing industry have lost a shining example of good citizenship, and a loyal friend, with the passing of Louis H. Eisenlohr.

W. L. RUBIN RECOVERS FROM ILLNESS

The many friends of W. L. Rubin, of the General Cigar Co., will be glad to know that he is again at his desk after several weeks absence. Mr. Rubin underwent an operation sometime ago from which he is slowly recovering. He says he expects to be in good physical condition in a short time.

MORE HELP NEEDED FOR "EL MORISO"

The "Cigarmakers Wanted" sign at Morris D. Neumann & Co. is evidence of improved business conditions with this well-known firm, and it is stated that the "El Moriso" brand is duplicating nicely. This is the kind of good news that lends an optimistic feeling to trade thought.



Wilkes-Barre, June 13, 1922.

THE trade learns with regret the accident of Abbott Booker, representative of Otto Eisenlohr & Bros., Inc., who is confined at home in Lewisburg, Pennsylvania. His injuries, I understand, are not serious and it is reported he will soon be on the job again talking "Cinco" and "Henrietta" to his many friends and customers.

William Ziegler, owner of the popular Orpheum Smoke Shop, Wilkes-Barre, is the proud father of a bouncing baby boy, delivered by the kindly stork to his home a few days ago. Bill's many friends all wish that this little fellow will live long and prosper, as James Martin Ziegler.

Mr. Hallings, head of the O. Eisenlohr & Bros., Inc., Philadelphia, was a recent visitor to the coal regions.

Robert Paul, formerly with the Tobacco Products Company, has resigned from that company and accepted a position with the Hilson-Reis Company, makers of the "Kenway" cigar, and will be located in northeastern Pennsylvania.

Harry Lanahan, for a number of years connected with the retail cigar business in Wilkes-Barre, having operated a number of stores at one time, is now the representative of the Wilkes-Barre Chocolate Company in the coal fields.

The trade will learn with regret of the illness of Harry Enterline, of the Westmoreland Club, Wilkes-Barre. This gentleman for years has been identified with the retailing of cigars in this city previous to his connections with this club, which is the leading club of this city. It is hoped he will soon recover and be at his office again.

D. L. Ward has a very attractive display of "Robert Emmets" in his Liberty Market Store this week. This brand is quite active and is to be secured in most shops, clubs and hotels.

The Penn Specialty Company, cigar, tobacco and candy jobbers, Wilkes-Barre, have taken on the "Reference" cigar, Dusel, Goodloe Company, Philadelphia, and are doing some very fine work on this brand. This is a wide-awake distributor and "Reference" cigars should be a big thing in their hands.

The Mutual Cigar Company, New York, have recently been working their "Old Hermitage" cigar in the Wilkes-Barre, Scranton section, selling direct to the larger retailers. This cigar is made in several sizes from ten cents up and is attractively packed.

Abe Myer, of the Hotel Sterling, Wilkes-Barre, is featuring his "Hotel Sterling Special," a clear Havana cigar made for this retailer by Park and Tilford in their Tampa factory. Mr. Myer has selected a very attractive label and the cigar is also a very fine looking piece, ranging in price from fifteen cents straight up.

"Webster" cigars, Webster Cigar Company's brand distributed by the Dusel, Goodloe Company, Philadelphia, is meeting with much success in the better stands, clubs and hotels where it has been placed. This favorable and well-known brand has no peer in the Java-wrapped goods of the better kind.

Waitt and Bond, manufacturers of "Blackstone" cigars, have recently inaugurated an advertising display in the form of a miniature factory on the boardwalk at Atlantic City. They are running several machines and making cigars which the consumer can view with his own eyes and can readily see and appreciate the sanitary method of the manufacture of this famous brand. This brand is distributed by the Dusel, Goodloe Company in eastern Pennsylvania, south New Jersey and Delaware territory.

Warren Moran and Harper, Scranton, Pennsylvania, are now the distributors of "Optimo" for the northeastern part of Pennsylvania.

Wilkes-Barre Cigar and Tobacco Company are distributors of the Bobrow Bros. "Topic." It is very much in evidence as the cigar now has a very large sale and is extremely well advertised throughout this section of the valley. This section is literally painted red with "Topic" window signs.

Star Tobacco Company, distributors of "Philadelphia Hand Made," Bayuk Bros., continue to have a very fine business on this brand.

Business in the coal fields has been very slow for the past six weeks of the suspension of the mining industry, which is entering its third month. The operators are still holding out for a 21 per cent. reduction in wages and the mining unions are still seemingly very much in earnest as to their demands being granted, and that is for a 20 per cent. increase. However, these interests are still in conference and it is hoped that the matter will be settled in the next week. That is the sentiments of the merchants as well as other business people in the coal fields, where 80 per cent. of the working class are in the mining industry

BLACK DIAMOND.

BAYUK OFFICE FORCE DEFEATS "HAVANA RIBBON" BOOSTERS

On June 7 the Bayuk Products "Boosters" and the office force of this strenuous house engaged in a twilight game of baseball to decide the supremacy of the office. A large crowd was on hand to lend encouragement to both teams and the office force got the better of the argument, defeating the "Boosters" by the score of 8 to 6. There are to be more of these playtimes among the Bayuk forces, which cannot help but have a good effect on the morale of the organization.

Made to Endure

For three hundred years the walls and gates of old *Manila* have withstood the ravages of time. :: :: :: :: :: ::

The Spaniard built of honest stone and cement, and *Manila* is a monument to good workmanship and good materials. And he made his cigars in the same way at the beginning of the industry. *Manila* cigars are made the same way now.

The Philippine Government stamp on a box of *Manila* cigars means good tobacco, long filler, hand-made, Spanish method, to produce the kind of a cigar that will help to build a business reputation. :: :: ::

The *Manila* manufacturers and importers are laying the foundation for their brand building the same way the Spaniard built the City of Manila. ::

Built to Endure

LIST OF MANILA BRAND BUILDERS ON APPLICATION TO

MANILA AD. AGENCY, (*C. A. BOND, Mgr.*)

15 WILLIAM STREET NEW YORK, N. Y.

TAMPA

Orders Keeping Factories Active During Summer Months—Enrique Pendas Back From Survey of Cuban Crop

Tampa, Fla., June 12, 1922.

I HAVE just read in a newspaper the report that several cases of prostration have occurred in Boston with the temperature at ninety; these Bostonians must be a short-breathing people, or so they look to your correspondent, who at the present moment is *enjoying* ninety-two in his shady office, and facing the task of writing something *fresh* for the readers of THE TOBACCO WORLD.

But the torrid temperature of today is a mild affair compared with what has happened to Tampans yesterday, when they were served with the bluest Sunday ever experienced under the blue skies of Tampa. And all because our high sheriff, William C. Spencer, rolling up his shirt sleeves, proceeded to give a demonstration of his ability to clamp the lid on Tampa's boiling pot, with the result that even the cigar stands, ice cream parlors and soda fountains were closed down in defiance of the overheated people. Even the Humane Society have no power to interfere in such emergencies as this spasmodic blue law enforcement.

But today is different; it is warm, yes, but everything is open; even the cigar factories, with their thousands of busy workers, who find in the past blue Sunday an inexhaustible supply of jocular comment, to break the monotony of their daily task; and it is in these warm days when everything is favorable for cigar-making; the tobacco, a tropical plant, is more pliable and elastic and yields more with less effort; the days are clear and longer, permitting a larger output to the cigarmaker, to whom the warm weather seems to impart greater speed.

Orders are coming to the factories steadily, in contrast with other years at the same season, proving that some times the exception may reverse to be the rule. A summer busier than the spring was a rare exception in the past; but we are progressing, and nobody can predict in this enlightened day which way the cat is going to jump. I wish to confess right here that when the new radiomania made its appearance, I was preoccupied with the effect it might have on the smoking public, unmindful of the fact that the receiver, being applied to the ears, would leave the mouth free to insert a good cigar; thus permitting the enjoyment of both the radio and the smoking. No doubt this is what is being done these days, judging by the steady demand for Tampa cigars.

But with all this apparent bonanza, one or two clouds stand out in the horizon of the cigar industry; one of them is the high price of the good Cuban tobacco; another is the reluctance of our legislators at Washington to accept the fact that the cigar industry cannot stand any more additional exactions either in import duties on raw material, or in internal revenue on the finished product. The public demands a good two-for-a-quarter, a good ten-cent, and a good five-cent cigar; none of this can be made good without a liberal blend of Havana tobacco, and the sizes above mentioned are already fully taxed to capacity.

Your correspondent has just met Mr. Enrique Pendas, general manager of the three Tampa factories of the Havana-American Company, who arrived from Havana yesterday, and who, after an extended survey of the new crop of tobacco in Vuelta Abajo, predicts that the amount of tobacco harvested will not permit the lowering of prices in general, and the best classes will be as high as before. This news from the lips of such an expert in Cuban tobacco as Mr. Pendas should be a warning for those who are holding back their orders in the hope to obtain lower prices; quality cigars will remain unmovable at present prices, at least until the coming crop of Cuban tobacco; and those who neglect now to place their orders with ample time in advance, may find themselves unable to replenish their best brands when they most need them.

In yesterday's steamer there left for Havana Mr. Manuel Garcia, of Perfecto Garcia Bros., to look after their selections of choice tobaccos, in order to meet the increasing demand for the finer sizes. The trade of this firm is composed of the most fastidious class of smokers, and it takes a master of the art to satisfy them; but Mr. Garcia is equal to their requirements, and does not spare time or money to maintain their well-earned reputation.

Hoping that none of the readers of THE TOBACCO WORLD have been hit by the terrific storm that afflicted New York and vicinity, and with sympathy for the sufferers, I remain,

Faithfully yours,

VERITAS.

TIDINGS OF GREAT JOY

If you happen to notice the happy smile flitting across the face of the genial Manuel Perez these days, and if the "Tuvals" are passed out in greater abundance than ever before (something we can't conceive of), know ye all that on Tuesday, June 13, a fine young boy arrived at the Perez home.

"111" cigarettes

They are Good!

10¢

Buy this Cigarette and Save Money

Vacation Days are Pipe Days

THE merchant with an eye to business will feature pipes during the vacation season.

A well-seasoned, mellow Briar is part of *every* man's vacation outfit, whether his hobby be hiking, golf, tennis, fishing, motoring—or what not.

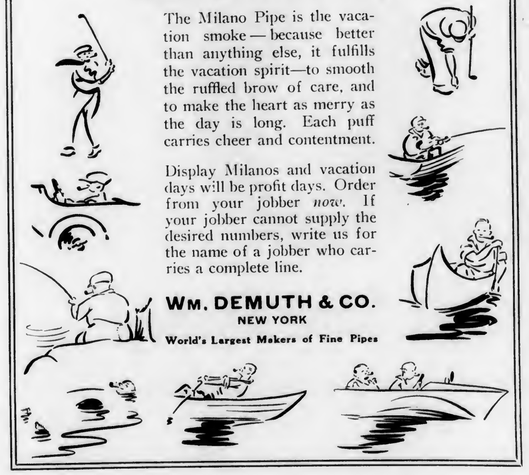
And the men who know and demand the best will call for the

W D C

MILANO

GENUINE ITALIAN BRIAR PIPES

Retailing at $3.50 and up



The Milano Pipe is the vacation smoke — because better than anything else, it fulfills the vacation spirit—to smooth the ruffled brow of care, and to make the heart as merry as the day is long. Each puff carries cheer and contentment.

Display Milanos and vacation days will be profit days. Order from your jobber *now*. If your jobber cannot supply the desired numbers, write us for the name of a jobber who carries a complete line.

WM. DEMUTH & CO.
NEW YORK
World's Largest Makers of Fine Pipes

LEOPOLD DEMUTH OFFERS SUGGESTION

Leopold Demuth, president of Wm. Demuth & Co., believes that economical manufacturing is absolutely necessary in keeping costs and prices down. He finds that many jobbers and retailers are ordering their pipes and smokers' articles "for immediate shipment." In a letter to the trade he points out that it will be to the best interest of the jobbers and dealers to place some orders in advance. His letter follows:

"Permit me to offer you a suggestion which may be helpful in these times when we are all struggling back to normal business.

"We do not believe it is ever wise for a merchant to overstock with our goods or any one's else. On the other hand, it is just as inadvisable to hold stocks too short.

"At present we believe that any excess stock of pipes and smokers' articles, in the hands of the manufacturers, jobbers, and retailers, has been largely consumed.

LEOPOLD DEMUTH

"Having been through a period of difficult selling, jobbers and retailers have naturally wished to avoid an over-supply. In replenishing stock, therefore, the tendency has been to order for immediate shipment and in quantities rather less than sufficient to 'carry on.'

"No manufacturer can increase his output with best results for himself and his trade if he attempts to make this increase too rapid. He must do it gradually and along lines of economical manufacturing.

"Already raw materials have gone up in price. It is our desire to keep the costs and prices down, and to meet the increasing demand and the continuous urging for prompt shipment along lines which would be most profitable to the trade. The problem can best be solved by getting your co-operation in ordering further in advance, permitting us to prepare ourselves on a most economical basis.

"Please accept this thought as a desire to assist you as well as ourselves."

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY

IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS
220 ELEVENTH AVE., ∴ NEW YORK CITY

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

ARTABAN
MILD HAVANA CIGARS
MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA.

When at Atlantic City

Cigar and tobacco dealers, tobacco leaf merchants, and all others interested in our industry are cordially invited to visit and inspect our Atlantic City Modern Cigarmaking Exhibit. On the Boardwalk, at Kentucky Avenue, you will see the big, orange-colored signs of the BLACKSTONE CIGAR, marking one of the most novel and interesting exhibits ever shown at this resort. Here, in a setting of tropical beauty, we are demonstrating the hygienic cleanliness and scrupulous care of our modern cigarmaking processes. BLACKSTONE CIGARS are being made, under the eyes of thousands of visitors, in exactly the same way as in our main factories. Come in and look us over.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 5¢ cigar
WAITT & BOND, Inc., Newark, N. J.

The Cigar Leaf Convention

Probably a vote of those in attendance would have placed the crown on the brow of William S. Brill, who tripped the light fantastic toe with such ease and grace as to bring forth applause on several occasions.

Lew Grabosky supplied the fancy stuff and left every one with the question on their mind as to when he found time to keep "El Productos" up to the mark. Apparently he does, anyway.

Frank Bach (yeh, we know you now, Frank) also tried out the floor and there was due appreciation on every hand of the splendid exhibition which he rendered.

Al Newfield, whose splendid voice would be missed at any N. C. L. T. A. convention, led in the singing of several songs and increased the popularity he won for himself in Hartford last year when he acted as master of ceremonies at the entertainment at the Hartford Club in that city.

CIGAR PRODUCTION FOR APRIL.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1922.

Products	*April, 1921*	*April, 1922*
Cigars (large)—		
Class A .....No.	152,850,500	190,182,215
Class B .....No.	159,156,070	119,676,193
Class C .....No.	219,252,338	180,104,263
Class D .....No.	14,402,980	8,179,045
Class E .....No.	2,441,615	3,251,829
Total	548,103,503	501,393,545
Cigars (small) .....No.	56,425,666	49,720,007
Cigarettes (large).....No.	3,410,800	1,180,440
Cigarettes (small).....No.	3,801,672,057	3,453,060,850
Snuff, manufactured ...lbs.	2,621,267	2,811,813
Tobacco, manufactured, lbs.	28,434,837	28,564,591

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

Tax-paid products from Porto Rico for the month of April:

Products	*April, 1921*	*April, 1922*
Cigars (large)—		
Class A .....No.	2,305,350	4,502,095
Class B .....No.	312,250	598,675
Class C .....No.	1,801,350	5,322,050
Class D .....No.	27,500	.....
Total	4,446,450	10,422,820
Cigars (small) .....No.	.....	1,000,100
Cigarettes (large) .....No.	.....	10,000
Cigarettes (small) ....No.	110,000	1,000

Tax-paid products from the Philippine Islands for the month of April.

Products	*April, 1921*	*April, 1922*
Cigars (large)—		
Class A .....No.	859,425	7,934,860
Class B .....No.	105,860	123,435
Class C .....No.	29,298	44,281
Class D .....No.	350	300
Class E .....No.	.....	100
Total	994,933	8,102,976

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

The Bayuk organization works unceasingly to produce cigars that will win and hold the patronage of smokers and build good will for your store.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York : 119 Lafayette Street Phone Franklin 3166

PRINCE HAMLET PHILADELPHIA HAND MADE MAPACUBA
HAVANA RIBBON CHARLES THOMSON

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

BERING REGRESO
CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA-DUSE JULIA MARLOWE

CHANCELLOR
Cigar
For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

Do you get what you buy?

When you buy Porto Rico leaf, you have an absolute guarantee of the source of growth in the official stamp affixed to every barrel or bale.

This stamp classifies the tobacco accordingly—whether native, foreign, or mixed native and foreign—and in whatever form packed, it comes to you properly stamped as an evidence of protection to your interests.

You should inspect every purchase made. See that the right colored stamp is on the barrel or bale:

—White, for native Porto Rican;
—Pink, for that of foreign growth;
—Blue, for mixed Porto Rico with foreign.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

Study the specimen stamp reproduced here.
Compare it with that on your purchases.

For information write or call:

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency

J. F. VAZQUEZ, Agent.

126 MAIDEN LANE NEW YORK CITY

TELEPHONE, JOHN 1379

Outing for Detroit Dealers

TUESDAY, June 13, was the Red Letter day for the Detroit Independent Cigar Dealers' Association. The first annual outing was held at the Aviation Country Club on Union Lake, which is one of Detroit's most exclusive country clubs, being equipped for every kind of outdoor sports. The courtesy of the club privileges were extended to the members of the D. I. C. D. Association through their worthy president, "Doc" Watkins, and Bert Johnson, one of their efficient directors, who are charter members of the Aviation Country Club. The trip was made via automobile and included every make of car that has made Detroit world-famous. All kinds of outdoor sports were engaged in, *viz.*, fishing, swimming, baseball, golfing, yachting, aviation, horseback riding, tennis and trap shooting, to the delight of the merry throng. Various prizes were offered for the winners of all scheduled events, and here are some of the lucky ones:

Doc Watkins carried away the honors in the golf match, having a total score of 999 for the eighteen holes. Bert Johnson was the baseball star, making three home runs in the first inning. Joe Muer did the fade-away stunt by confiscating all the catsup and silverware for his new cottage. Herman Lieberman did his stunt on the bowling alley and is some master of the game. Harry Bassett (Mi Lola Cigar Co.) was the speed king of the day and gave George Meigs a ride that he will long remember, being the thirteenth of the month George made sure his time had come. Harold Wadsworth demonstrated the fact that his Wills-St. Claire could do less than one hundred miles per hour. The uninvited guest of the day was Fred Oakes, who, however, proved himself very valuable as a caddie and made many rounds of the green. Harry Bump felt very sorry for the fish, and demonstrated his kindness by feeding them eighteen golf balls. Bill Thornton was a popular member of the gathering, being the thirst emporium custodian. J. J. Kennedy was brought to task for breaking all the thirty-three plate glass windows in the host's garage, and was ducked in the lake for his mischief. Elmer Turrill and Bob Watkins were absent at the dinner hour and were later found guilty for talking to the fish after dark. Herbert Earl was present at all secret meetings of the clan and remained in the pink of condition throughout the day. Charles Coombs was there with his usual smile and joined in all the doings of the day. Mose and Harry Collins were two late arrivals, but made up for lost time and joined the merry throng with a few stunts. Claude Howell gave a big party to the gang at his cottage, in the way of eats and everything; he also showed that his heart was in the right place and he led the chorus in all the singing. Mannie Boutette was master of all the ceremonies that came under his jurisdiction. Fred Child was there with the "Robt. Burns" and was welcomed at every tee as we made the rounds. Mike Stone passed around his favorite smokes, "Las Vegas," at the luncheon. Many other members were present at the gathering, who one and all pronounced the outing as the greatest ever pulled off and are all looking forward to a repetition next year.

MIKE.

ARE you watchin' 'em?

Watchin' who?

Why, these chain store fellers, of course.

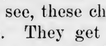
You see, these chain stores have wonderful organizations. They get the brainiest and most efficient sales-managers and advertising managers that money can buy. Then they put 'em right on their toes to produce the best and most efficient sales methods in their stores, and to train their clerks up to the top-notch of merchandizing.

Efficiency in merchandizing is not doing great big, unusual and wonderful things, as many are prone to suppose.

It simply consists of two rules—doing a thousand little things the best they can be doing; and, secondly, not doing what shouldn't be done.

You should visit chain stores often, but you should visit them with eye and mind trained to observe little things. Otherwise you will learn nothing from ..r visits.

But if you will learn The Importance of Little Things, you will learn something of money-making value.



I've just got to write an appreciation of a man i never had any dealings with, who never knew me in the remotest way, and yet who was more useful to me than many of my good friends.

That is John H. Patterson, founder and president of the National Cash Register Company, Dayton, Ohio.

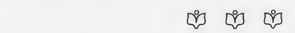
He was a leader in manufacturing, just as Wanamaker is a leader in merchandizing. He was all the time doing and saying original things, and a man who had the hunger for learning. Any one who read about his doings was continually picking up business gems which were worth their weight in gold.

His printed instructions to his salesmen, his little factory magazine, his lectures and writing in the leading papers and magazines of the country, all abounded in new and novel business suggestions which he had tried out in his own business that he had developed from a small one-room plant to an immense factory, giving employment to several thousand people.

He believed it to his interest to have high-grade and educated workers, just as I hope you believe it to your interest to have your clerks—or clerk—as proficient as possible. And so he established schools for all his workers to attend.

He believed that selling is a wonderful art, and every one of his salesmen must attend the school and learn the art of selling. He believed in human nature work, and when the National Cigar Leaf Tobacco Association met in Dayton, in 1920, he took a personal interest in entertaining them. Nothing was too good for them, no trouble was too much, and his hospitality was unstinted. He had a special film made for their benefit which he showed them in the auditorium of his factory.

At his funeral two thousand school children of Dayton tossed flowers before the funeral cortege, and it is with a deep feeling of personal loss and friendship that I tender this verbal bouquet to his memory. He has given me scores of valuable business gems which I have passed on. He has been an inspiration to me; and I trust his inspiring example will help me, and help my readers, to become better business men, and more valuable to the world than we otherwise would have been.



My friend, Jinkum, got his recently. His landlord dropped in and handed him a dime for a cigar and a really beautiful smile. Asked how business was, and the wife and baby. Chatted friendly-like a few minutes and then went out.

In those few minutes he casually mentioned that Jinkum's rent would be double after this.

Jinkum's whiskers trailed the ground all that day, and all the world was dark, dark and gloomy.

But Jinkum has brains. He sure has. A store across the street was for sale. Big price. But Jinkum took pencil and figgered. Second story would rent for so much, a room back for so much. All carrying charges totalled so much. Deducting rentals, left so much; and this was less than the rent he was willing to pay a stranger.

He financed and bought the building. The new store was on the travelled side of the street, and trade increased twice as much as Jinkum calculated it would. In addition he marked up the rent a little to his two tenants, and just to make him feel good, his old landlord called the other day with a dime for a cigar and a pleasant smile, and offered to buy his new property at 50 per cent. advance over what Jinkum had paid.

That's why Jinkum goes along now with the firm tread of a substantial man who owns part of the world he walks upon.

If a man is located in a growing town, in the best location of that town, it sometimes pays him to buy. How about your town?

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!
ON OUR TOBACCO STEMMING MACHINE
Cigarette Tobacco - Smoking Tobacco - Plug
100 MACHINES IN ONE FACTORY
WRITE FOR FULL PARTICULARS
TOBACCO STEMMING MACHINE CO., INC.
LYNCHBURG, VA.

MATHYS, ZADES & CO.
Exporters of Oriental Leaf Tobaccos
from
MACEDONIA—SMYRNA—GREECE AND THE BLACK SEA
Tobaccos from these districts always in stock at our Antwerp warehouse
Please write for Price List and Samples and compare our prices with the competition.
Head Office ANTWERP Belgium

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100, Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

St. Louis Notes

St. Louis, Mo., June 10, 1922.

ARTHUR G. WIEDMANN, of the Wiedmann-St. Louis Cigar Box Company, returned to St. Louis in the last few days, by the circuitous route of Washington, Detroit, Iowa and Illinois points; such are the "devious paths" of this genial box man. It occurs to us that with his host of friends and acquaintances from here to the Atlantic coast, Mr. Wiedmann should have official recognition as "representative-at-large" for this territory, as he is continually doing missionary and educational work in urging high-class service. The truth is he does occupy the office of National Councillor for the Western Cigar Box Manufacturers' Association, to the United States Chamber of Commerce.

Eugene M. Henofer, of the Bay Poplar Lumber Company, was a St. Louis visitor with cigar box and other lumber users. Mr. Henofer's visits are always highly enjoyed.

Chas. P. Stanley is showing an exceptionally attractive window display on "Treaty Bond" cigars.

Nat. L. Schimmel, 705 Olive Street, reports great success on "Beech-Nut" cigarettes, the demand for same increasing rapidly. The "Muriel" cigar, especially in the two for twenty-five cents, Perfecto size, is a great seller at his stand.

The V. Guerra, Diaz & Co., Tampa, Fla., are making a special brand for Mr. Schimmel, called the "Guidico."

St. Louis occupies a unique position among large cities in having a beautiful natural amphitheater in its largest park, and this municipal theater was opened June 6 with Reginald de Koven's comic opera, "The Highwayman." Eight light operas will be presented, the change being made weekly.

Herbert W. Schloss, of S. M. Frank & Co., pipe manufacturers, New York City, was a recent St. Louis visitor, placing orders with the trade.

Stix, Baer & Fuller is having a special sale on 20,000 "La Bretano" Havana cigars with a Java wrapper. They are making a newspaper campaign on same.

The local representative for the South Florida Cigar Company, Tampa, Fla., has secured a nice order from Mr. Schrick, of Stix, Baer & Fuller, for a special brand called "Private Stock."

Arthur Herthel, St. Louis representative of the Cigar Package Corporation of New York City, states business in their lines is very satisfactory, and their "pocket package" is taking well with the trade.

E. H. Rohlfing, of the cigar department of Stix, Baer has taken a tour to New York City with his brother in a Pierce-Arrow, during his vacation. Mr. Rohlfing's brother frequently makes this overland trip.

Local cigar trade reports that the two for twenty-five cents, fifteen cents and three for fifty cents cigars are gaining in popularity during the last few months, which augurs that the necessity for economizing on "smokes" is passing.

We still have the reformer with us, bent on "pulling the mote out of his brother's eye" and overlooking the "beam in his own eye." Like Willie's mother, he (or she) says, "Go see what Willie is doing and tell him to stop it."

In these rapid-fire days, ideas sell above par, and a unique idea in advertisements is the red-garbed colored boy window display, paging this cigar.

The Hibbeler Leaf Tobacco Company was the victim of a fire June 8, causing $35,000 to $40,000 loss, which Mr. Hibbeler says is practically covered by insurance. The damage is really more by water than fire, there being about three feet of water in the basement.

Otto A. Wiedmann has been appointed to the pleasant occupation (particularly during the warm summer months) of Inspector of Beverages, and we understand Mr. Wiedmann has a discriminating taste. Enviable appointment! Mr. Wiedmann is perhaps better known as of the Fuelscher-Wiedmann Cigar Company, and more recently connected with Brockmeyer Cigar Company of South Broadway.

Al Shade, of Springfield, Illinois, is a St. Louis visitor.

The General Cigar Company reports business increasing at a gratifying rate daily in St. Louis. Prices are pretty well standardized on cigars for the present. This company is making a tremendous drive on their "William Penn" five-cent cigars.

An ironic definition of the "flapper" (who, by the way, causes almost as much discussion as the Volstead Act) is "vogue without, vague within."

Federal reports, mercantile agencies, Chambers of Commerce and employment reports, all show more favorable conditions for this territory during the preceding month.

Moss-Lowenhaupt, distributors of cigars, are starting a newspaper campaign on "Dutch Masters," on which they have had a series of window displays throughout the city. The brand is giving highly satisfactory results.

NOVICIO.

BOOSTING "FRESH WORK CIGAR MACHINE"

Impressed by the indications of reviving business in the cigar field, the International Cigar Machinery Company of Brooklyn, New York, have just started two of their field representatives on extended tours through the cigar-making centers. In a recent trip through Pennsylvania and a part of Maryland the International's representatives found conditions much improved, and the increasing demand for a five-cent long filler has opened up a big field for the installation of the company's automatic "fresh work" machines.

The International's "out and out" machine, as it is generally called by cigar manufacturers, builds a complete cigar from the ground up, handling filler, binder and wrapper and turning out a complete cigar every 7½ seconds at a labor cost far below the best figures that can be obtained with the use of hand labor.

ISRAEL RABINOVITCH DEAD

Israel Rabinovitch, who for a number of years conducted a cigar store at 54 South Third Street, died on June 5 after an illness of nearly six months. At one time he was a well-known cigarette manufacturer in this city. He sold his business and brand and later reentered the cigarette manufacturing industry again. He was not successful and finally opened a retail cigar store on Arch Street. In 1915 he purchased the store at 54 South Third and conducted it until January of this year. The funeral took place on June 7 at his home, at 2729 Germantown Avenue.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY 2512 15th Street TAMPA, FLA.
OFFICE 49 Walker Street NEW YORK

FIDELITY CANS
Meet the demands of the Cigar Manufacturer, and the trade.
Because all of our containers must meet a high standard in material and workmanship.
Because we devote special attention to make our product a real *sales factor* for *you*.
Because we make deliveries at the time specified in your order.
Because our prices are low when you consider the quality of our product, and the service we render.
Tin Cans furnished either plain or lithographed, round or square.
FIDELITY CAN COMPANY
600-610 S. Caroline St., BALTIMORE, MD.
Before placing your next order, ask Smith for information

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

LANGSDORF'S SELECION DE LUXE:—42,598. For cigars. April 27, 1922. Fred Suss, New York City.

MILLER'S SPECIAL:—42,599. For cigars. May 9, 1922. Louis Miller, West Hoboken, N. J.

DELTA KANE:—42,603. For all tobacco products. May 19, 1922. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

MI TONELLA:—42,605. For all tobacco products. May 13, 1922. Cohen & Yudkin, New York City.

KELLER'S BREAD & BUTTER.—42,610. For cigars. April 3, 1922. Herman J. Keller Co., Worcester, Mass.

BANKERS BOND:—42,614. For cigars. April 18, 1922. E. Renninger, Denver, Pa. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus is claimed to have been acquired by the registrant by a transfer from Sturby-Estabrook Merc. Co., Denver, Colo., and is claimed to have been in actual use by the registrant for about twenty years.

CADDIE:—42,612. For cigars. April 28, 1922. F. R. Rice Mercantile Cigar Co., St. Louis, Mo. Trade-mark claimed to have been in actual continuous use since April 2, 1916.

EL JAVANA:—42,613. For cigars, cigarettes, cheroots, stogies and tobacco. May 9, 1922. The Mazer Cigar Mfg. Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus is simply a re-registration of an old registration under the title JAVANA, adding thereto the prefix EL, the title JAVANA having been acquired by the registrant through mesne transfers from the Rigby Cigar Co., Dayton, O., the original registrants.

F. R.:—42,615. For cigars. May 16, 1922. Frank Raia, New York City.

HAMPDEN BRIDGE:—42,616. For cigars. May 16, 1922. The Herman J. Keller Co., Worcester, Mass.

PYNCHON BRIDGE:—42,617. For cigars. May 16, 1922. The Herman J. Keller Co., Worcester, Mass.

JAVADERA:—42,618. For all tobacco products. May 16, 1922. E. P. Cordero & Co., New York City.

RAG DOLL:—42,619. For all tobacco products. May 23, 1922. Schwarzkopf & Ruckert, New York City.

PRINCE KRAKUS.—42,620. For cigars. May 15, 1922. Cole Litho Co., Chicago, Ill.

SIDEWALK CIGAR (PICK 'EM UP AS YOU GO ALONG):—42,621. For all tobacco products. May 22, 1922. Golden State Box Factory, Los Angeles, Cal.

MEREY:—42,623. For cigars. May 24, 1922. Merey Advertising Co., Chicago, Ill.

DON GRANERO:—42,624. For all tobacco products. May 23, 1922. The Mochle Litho. Co., Brooklyn, N. Y.

EXCHANGE BUFFET:—42,625. For cigars, cigarettes and tobacco. June 3, 1922. American Cigar Co., New York City.

SEACO:—42,626. For cigars, cigarettes and tobacco. March 6, 1922. George L. Claflin Co., Providence, R. I.

CROSS KEYS:—42,627. For cigarettes only. April 14, 1922. McElwee-Martin Tobacco Co., Inc., New York City.

MISS DALLAS, LEADING LADY OF THE SOUTHWEST:—42,628. For all tobacco products. May 24, 1922. J. P. Levy, Dallas, Tex.

TRANSFERS.

THE FORUM:—17,048 (Trade-Mark Record). For cigars. Registered September 12, 1896, by American Label Co., New York City. Transferred to Clarence S. Gable, York, Pa., May 17, 1922.

SILVER LINING:—42,355 (Tobacco Merchants' Association). For all tobacco products. Registered November 23, 1921, by Mochle Litho. Co., Brooklyn, N. Y. Transferred to Joseph F. Friedman, Suffern, N. Y., May 15, 1922.

SECRETARY A. L. LANGTRY:—42,569 (Tobacco Merchants' Association). For all tobacco products. Registered April 24, 1922, by American Box Supply Co., Detroit Mich. Transferred to H. A. Thierry, Detroit, Mich., May 15, 1922.

SUNSET CLUB:—13,939 (Tobacco Journal). For cigars. Registered December 24, 1891, by L. Kahner & Co., New York City. By transfer acquired by D. M. Frank & Co., Inc., New York City, and re-transferred to Dalton Cigar Co., Providence, R. I., April 14, 1922.

SUPREMACY:—9823 (Tobacco Leaf). For cigars. Registered February 23, 1895, by D. M. Frank & Co., Inc., New York City. Transferred to Dalton Cigar Co., Providence, R. I.

GARCIA DELIGHT:—41,318 (Tobacco Merchants' Association). For cigars, little cigars and cigarettes. Registered September 3, 1919, by W. W. Haynie, Dallas, Tex. Transferred to New York-Tampa Cigar Co., New York City, May 17, 1922.

CIMINO:—35,679 (World Bureau). For cigars, cigarettes, cheroots and little cigars. Registered March 2, 1910, by J. Seiden Cigar Co., Tampa, Fla. By various transfers acquired by Moritz Wachs, Tampa, Fla., and re-transferred to Filippo La Russa, Tampa, Fla., May 26, 1922.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS.

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks and that same will be registered unless we shall be advised of the existence of any valid prior rights thereto by written notice, setting forth specifically the basis of such claim on or before the registration date set opposite the trade-marks.

CORRECTED PUBLICATION.

OLD DEERFIELD:—42,154. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered May 14, 1921. Campbell Cigar Co., South Deerfield, Mass.

"CEASE AND DESIST," SAYS F. T. C.

Washington, D. C.

"Free trading" in the purchase of cigar boxes has been ordered by the Federal Trade Commission, in a decision issued June 5, requiring the Cigar Manufacturers' Association of Tampa, Fla., its officers and eighty of its members, to "cease and desist" from entering into any agreement or understanding whereby control of the entire production of cigar boxes manufactured by the Tampa Box Company, Weidman, Fisher & Co., and D. N. Holway & Co., is exclusively vested in the Cigar Manufacturers' Association, or its members, and non-member cigar manufacturers are hindered and obstructed in procuring cigar boxes.

The commission's order also requires the association, its officers and members, to refrain from entering into any agreement whereby cigar manufacturers who are not members of the association are hindered or obstructed in or prevented from purchasing cigar boxes from the manufacturers thereof upon the same terms and conditions as members of the association.

The association is also ordered to discontinue "three certain agreements" between the association and the box manufacturers named, each dated March 16, 1920, or any extensions or renewals thereof.

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST,* write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

Robt. Burns Cigar is Full Havana Filled

THE BEST LEAF that Cuba, the land of tobacco, offers—carefully selected, cured and made into distinctively shaped cigars of marked individuality of taste—that's Robt. Burns.

Have you tried one lately?

General Cigar Co.
NATIONAL BRANDS
NEW YORK CITY

JULY 1, 1922

VOLUME 42 NO. 13

THE TOBACCO WORLD

GARRETT·H·SMITH

U·S·AND CANADIAN REPRESENTATIVE FOR

COMPAÑIÁ LITOGRÁFICA DE LA HABANA

FINEST IMPORTED CIGAR BANDS AND LABELS.

ALSO GUMLESS BANDS

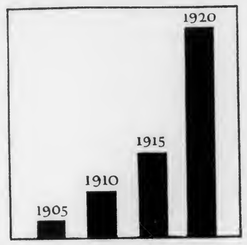
NEW YORK OFFICE 50 UNION SQUARE

TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

CIGARETTE

VOLUME



After standing almost stationary at 3½ billion cigarettes a year for ten years, sales started upward after 1905, reaching 10 billion in 1910, 18 billion in 1915, and 45 billion in 1920

How the tide turned in 1905—and why

A bit of Cigarette History

IT WAS not until 1905, when the first "Turkish Blend" came on the market, that cigarettes attained to really large sales. The above chart is a graphic record of the tremendous increase after the introduction of this new type of cigarette. On one side you have a sales figure of 3½ billion cigarettes a year for ten years. On the other a growing volume that today has reached an annual total of more than 50 billions—an increase of 1327%.

This overwhelming demand for the "Turkish Blend" is readily explained. In a good "Turkish Blend" cigarette, the heavy richness of Turkish tobacco is "toned down" by Domestic, and the result is a combination of aroma and "body" which neither Turkish nor Domestic can give when smoked alone.

Many men liked the "spice" of Turkish tobacco, but found "straight" Turkish too taste tiring—too pungent and heavy—"too much Turkish," in short. And all these men found the right answer in the "Turkish Blend."

The First "Turkish Blend"

Fatima was the pioneer of all the "Turkish Blend" cigarettes. It was Fatima that started a practically stationary market into a rapidly growing one.

Not only that, Fatima was the first cigarette to save smokers money by doing away with expensive fancy pasteboard boxes, and to introduce, instead, the simple inexpensive soft foil or "cup" package that is now so well known.

Cigarette smokers of today—even those who have never smoked Fatima—owe a big debt to this original "Turkish Blend."

Fatima's Difference

Naturally, Fatima's success attracted competition. But to compete successfully with Fatima required a lower selling price—and this quickly proved a stumbling-block. So the only alternative for Fatima's competitors was to reduce the most costly item—the Turkish tobacco. That is why the new lower-priced brands which followed Fatima contain less Turkish and are noticeably different in taste.

Still the Quality Leader

Perhaps the best proof of Fatima's leadership is the fact that carefully checked sales records show that Fatima is the largest selling cigarette at exclusive clubs, in the stock exchanges, and at leading resorts and hotels the country over. This leadership can be accounted for on no other ground than Fatima's better taste.

Today, as years ago, Fatima still contains not only the finest selection of Turkish and Domestic tobaccos, but also more Turkish than any other "Turkish Blend" cigarette. "Just enough Turkish." That in three words is Fatima's secret.

FATIMA

The Original Turkish Blend

© LIGGETT & MYERS TOBACCO CO.

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

CIGAR MANUFACTURERS ASSOCIATION OF TAMPA

IDENTIFICATION STAMP

This stamp on each box protects the trade

Demand it on your goods

OUR MEMBERS ARE GIVING REAL VALUES

We do not strive to produce the "largest" cigars, but we are giving the finest QUALITY and WORKMANSHIP obtainable and *each size is a DOLLAR FOR DOLLAR value.*

The Connoisseur *wants* a TAMPA cigar—with the "identification" stamp—give it to him and hold his trade.

Dealers CAN NOW GET DILL'S BEST THROUGH ANY REGULAR JOBBER

J. G. DILL CO., RICHMOND, VA.

SHEIP & VANDEGRIFT INCORPORATED

NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE

812-832 N. Lawrence St Philadelphia, Pa.

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

NOTICE

"NU BLEND" FOR CIGARS.

Title and design are owned exclusively by Sidney J. Freeman & Sons, 123 Liberty Street, New York City. Any one infringing this label or in any way imitating it, will be prosecuted to the full extent of the law and for injunction and damages.

Information about infringing labels will be highly appreciated.

The Tobacco World

Established 1831

VOLUME 42 JULY 1, 1922 No. 13

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGARETTES
Cabanas
Cairo
Cairo 27A
Egyptienne Straights
El Principe de Gales
Hassan
La Marquise
Lenox
Lord Salisbury
Lucky Strike
Mecca
Omar
"111". (One-Eleven)
Pall Mall
Sovereign
Sweet Caporal
Tokio
Tolstoi

LITTLE CIGARS
Derby
Piccadilly
Sovereign
Sweet Caporal

CIGARETTE PAPER
Riz La Croix
La Croix Wheat Straw
Persan
Fragrant Vanity Fair

PLUG CUT TOBACCO
Cut-a-Way
Dixie Queen
Fashion
Mayo's Cut Plug
Myrtle Navy
Nigger Head
Old Time
Patterson's Seal
Pedro
Red Indian
Seal of North Carolina
U. S. Marine
Winner

GRANULATED PLUG CUT TOBACCO
Lucky Strike Roll Cut
Tuxedo

GRANULATED SMOKING TOBACCO
Bob White
Brown Dick
"Bull" Durham
Drum
Eureka
Greenback
Man's Pride
Maryland Club
Old Tennessee
Royal Brazil
Owen's Select
Queen Quality
Victory

LONG CUT SMOKING TOBACCO
Badger
Banner
Blue Ribbon
Boholink
Budapest (Magyar)
Cutty Pipe
Duke's Cameo
Excelsior
Felgner's Havana Clippings
Felgner's No. 1, Cut and Dry
Felgner's No. 3, Cut and Dry
Five Bros. Pipe Smoking
Giant
Gold Leaf
Good Cheer
Gorman
Honest
Honest Weight
Ivanhoe
I. X. L.
King Bird
Liberty
Little Joker
Miners' Choice
Miners' Extra
Miners and Puddlers
Navy (G. & A.)
Nigger Hair
Old Tom
Peerless
Rob Roy
Soldier Boy
Standard (Adams)
Standard No. 1
Veteran
Weyman's No. 1, Cut and Dry

SLICED PLUG TOBACCO
Driver
Fore'n' Aft
Lucky Strike
Old English Curve Cut
Our Flag

FINE CUT CHEWING TOBACCO
Double Five
Ivanhoe Chewing
McAlpin's Shorts
Navy
Solace
Virgin Leaf

SCRAP TOBACCO
Sweet Maple

FINE PIPE SMOKING MIXTURES
Blue Boar
Capstan Navy Cut (Wills')
Carlton Club
E. C. C.'s Mixture
Garrick
Imperial Cube Cut
Latakia (Wills')
Lone Jack
Louisiana Perique
Three States
Yale Mixture

PLUG SMOKING TOBACCO
Eglantine Bright (Mayo's)
Finzer's Mixed Plug
Good Luck Smoke
Ivy Dark (Mayo's)
Lucky Strike
Master Workman
Mayo's Genuine U.S.N.
No Tag
Ole Virginy
Peace and Good Will
Pride of Virginia
Sailor Jack
Sickle
Westover
Whist Smoke

TWIST TOBACCO
Cotton Boll
Meriwether's Pig Tail
Signal
Wild Cat
Yellow Tag

PLUG CHEWING TOBACCO
American Navy
Banker
Battle Ax
Big Four
Black Bear
Black Eagle
Boot Jack
Buster
Butler and Bosher's Best Navy
Button
Champ Carter
Corker
E. Rice Greenville
Five Brothers
Georgia Cracker
Gold Rope
Grape
Hold Fast
Jack Spratt
Jolly Tar
Lucy Hinton
Manaola
Nashville Greenville
New Hope
Newsboy
Nobby Spun Roll
Nonesay
Old Honesty
Old Kentucky
Old Peach
Penn's, Natural Leaf, Thick
Penn's Natural Leaf, Thin
Penn's No. 1
Penn's Sun Cured
People's Choice
Piper Heidsieck
Red J
Sailor's Pride
Saw Log
Spear Head
Square Deal
Square and Honest
Standard Navy
Tennessee Cross Tie
The Old Statesman
Town Talk
Vinco
Weissinger's Special

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of the most
FAMOUS BRANDS
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Guaranteed by

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INCORPORATED

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
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with cigar boxes of inferior construction and woods. Order from us and be assured you are getting cigar boxes that possess real quality.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
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2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia **Penna.**

Webster Cigars
STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Number 13

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A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

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EDITORIAL COMMENT

SO MANY ridiculous charges are made against the tobacco industry by the reformist element that it is pretty difficult to keep track of them all. Most of them are children of the imagination, which is putting it mildly.

However, we are somewhat surprised that such a sober and usually reliable publication like the Philadelphia *Public Ledger* would go to the trouble to feature on its front page the following heading:

Paid Girl Smokers Lure Women to Smoking, is Pastor's Charge

The Rev. Charles Scanlon, of New York, secretary of the Presbyterian Board of Temperance and Moral Welfare, in speaking before an audience of Presbyterian ministers in this city recently said:

"I view with alarm and distress the number of young women who have taken to cigarette smoking."

He then went on to say that tobacco interests were encouraging publicity on the subject of women smoking. He is quoted as saying:

"They tell stories which I have reason to believe are true, that young women in New York are sent to high class restaurants and cabarets with all their expenses paid, merely for the purpose of smoking cigarettes before the guests, so as to give the women patrons the idea that cigarette smoking is smart and fashionable."

We are not in the least fearful that Mr. Scanlon can prove his statements, but we do believe that it is high time for the industry to immediately challenge such statements, and particularly as they have been given widespread prominence by publication in daily newspapers.

THE issuance of a formal complaint by the Federal Trade Commission charging Otto Eisenlohr & Bros., Incorporated, with re-sale price maintenance gives little encouragement to those who have been hoping for aid from the Commission in solving the problems attending the price-cutting wave which has swept over the retail and wholesale cigar and tobacco business.

In many cases of citations by the F. T. C., the defendants have permitted the issuance of a complaint rather than go to the trouble and expense of a legal struggle. In many cases where the principle involved has seemed to be worth a defense they have been carried through to the Supreme Court. And in more than one case the F. T. C. has been reversed. The complaint against Otto Eisenlohr & Bros., Incorporated, will be followed with interest not only by the cigar and tobacco industry but by the various industries of the country as well.

Congress, like Frankenstein, may some day realize the enormity of their offense when they contemplate the injury done the businesses and industries of the United States by the body which they have created.

THERE is certainly good news in the special bulletin of T. M. A., of the date of June 27, which indicates that the wrapper duty in the new tariff bill will be reduced from $2.35 as it now stands in the Emergency Tariff, to $2.10.

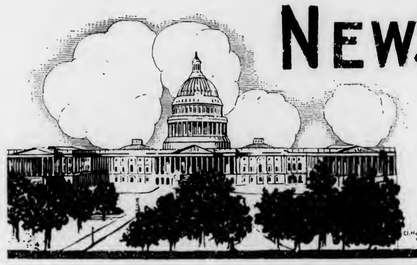
This is certainly a victory for the T. M. A., the N. C. L. T. A., and the cigar manufacturers of the country. The move should tend to relieve the industry of its worries on this point and give them opportunity to figure on making the same size or smaller size cigars for less than present prices.

Managing Director Dushkind's suggestion that the decline in cigar production is largely due to the fact that much larger cigars are being made than formerly, has basis in fact.

We believe that it is very questionable if the statements advertised by some of the cigar manufacturing fraternity, "We are now giving larger sizes for the same money," is an incentive to the consumer to purchase.

There is a point of saturation with every smoker, and if he reaches that point when he smokes five cigars, the probabilities are that he will smoke only four of the larger size.

The small-sized cigars of quality at value-giving prices will do more to restore cigar smoking to its former prestige than that of increasing the size and maintaining the war-time price.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THERE is no hope of the Federal Trade Commission taking up the petition of the National Wholesale Tobacconists Committee for a trade practice with respect to price cutting in the tobacco industry, announcement having been made on June 23 that the commission had denied an application for reconsideration of the matter. Consideration of specific cases only will be given by the commission, it was stated, in accordance with its regular practice.

There has been no change in the price cutting situation in the tobacco industry since the petition was originally filed, officials of the commission were told by Charles Dushkind, managing director of the Tobacco Merchants' Association of New York, and Joseph E. Davies, counsel of the tobacco committee, and specific cases will probably be laid before the commission in accordance with its suggestion.

The tobacco men visited the offices of the commission following announcement that their petition would not be reconsidered. Legitimate jobbers are being forced out of business, they said, by the price cutting activities of others who, for one or another of the several reasons specified in the original complaint, are using certain brands of tobacco, cigars and cigarettes as footballs.

While one group of tobacco men is seeking to have an investigation of price cutting, it is understood that another group is filing complaints against them charging attempts to maintain resale prices. It is understood that this has been the main reason for the commission's refusal to hold a trade submittal. Neither the voluntary maintenance of prices nor price cutting for competitive purposes has ever been outlawed by the commission, but agreements to maintain prices, whether voluntary or involuntary, and price cutting for the sole purpose of injuring competitors have been the subject of many complaints and are looked upon by the commission as unfair methods of competition under the laws by which it operates.

Washington, D. C.

Business generally is getting on more substantial ground, according to figures which have been received at the Department of Commerce showing the trend of activity in the industrial world. A number of favorable features have evidenced themselves during the past month, among them the continued increase in the iron and steel industry, which is now operating above the pre-war level; the sustained activity in the building industry, the marked increase in the production of automobiles and trucks, the lower interest rate and increasing demand for money, the increase in employment and the decline in business failures.

Another matter of importance, it is pointed out by Secretary Hoover, is the distinct upward trend of prices. This was more marked last month than in any recent period; in most instances the rise has not been great, but it indicates a much firmer demand than has heretofore existed.

The continuation of the coal strike, with no immediate prospect of settlement, constitutes an unfavorable feature which has so far seemed to cause but little uneasiness. Stocks of coal are still ample, although the demands caused by greater industrial activities are using them up at a more rapid rate.

Should the coal strike continue for some time, as it now threatens to do, a serious condition will arise in many industries to which, apparently, few business men have as yet given any consideration. A shortage of fuel for the smaller industries will impend within a very few weeks. Consumption is far above non-union production and the reserves on hand at the beginning of the strike are beginning to show signs of depletion. The Government, so far, has contented itself with bringing about an agreement that the non-union coal producers will not increase prices, but this agreement will mean but little in actual production and is bound to fall should a real shortage come.

In line with his activities in bringing about a price agreement, Secretary of Commerce Hoover has caused to be instituted a census of local coal stocks in various industries with a view to ascertaining how long the most important activities of the country can operate on their present scale. This census covers public utilities, the iron and steel trade and other similar industries, but does not go into the situation of the tobacco and other smaller manufacturers.

In the event of a fuel shortage, it has been intimated that steps would be taken to allocate available supplies among the important industries, but there will be sufficient fuel only for the public utilities, the steel mills, and one or two other similar lines and the small manufacturers will be forced to get what fuel they can from the supplies which will be imported.

Unless the coal strike is settled within a few weeks, there is every possibility of a shortage of anthracite next winter, for the hard coal mines are entirely shut down at the present time and stocks throughout the country will last for only a few weeks, at the most, after cold weather sets in.

(*Continued on Page 22*)

DETROIT

Detroit Factories Working to Capacity as Orders Increase —H. L. Wadsworth Off for Oil Country—George Stocking Gives Three Long Cheers for "Tuval" —"Doc" Rosebro Reports "Las Vegas" in Big Demand in West

Detroit, Mich., June 30, 1922.

DETROIT'S cigar factories are working to full capacity and report a shortage of cigars, owing to the fact that cigar makers are scarce. Signs reading "Cigar Makers Wanted" appear on the entrance of practically all factories. The jobbers report the general trend of business to be on an increase, collections are more easy, which goes to prove that the retailer is getting in better shape. Practically all of the larger retailers report that their business is showing great improvement.

The Calvert Lithographing Company reports business as booming in all departments and the entire plant running to full capacity to keep up with their fast growing business.

Manuel A. Suarez, of Manuel A. Suarez & Company, Havana, Cuba, was a recent visitor to our city, who called on the manufacturing trade.

H. L. Wadsworth, president of the Worth Cigar Company, left on June 30 for a trip west to inspect his oil properties and refineries located in Montana. Enroute he will stop off at Chicago, St. Paul and Minneapolis to visit several cigar factories in the interest of the Worth Cigar Company.

H. T. Bell has opened a new and up-to-date drug store at 16400 Woodward Avenue, where all the high grade and popular brands of cigars will be featured. The grand and informal opening is slated for Saturday, July 1, and all the gentlemen customers will be treated to a high grade cigar and the lady visitors will be presented with hair nets.

The Greeter's Convention, at Pittsburgh, has been the principal topic of conversation in the hotel lobbies. At the Library Park the secretary tells me there were about twenty delegates from Detroit, among which were John A. Anderson, Statler; Bert Hamilton, Roy Shaw and Harry Schofield, Library Park; Will H. Radamaker, Norton; H. W. Crabb, Bretton Hall; R. B. Brittain, Brookins; S. L. Rothwell, Normandie; Norman Wright, D. A. C.; Eugene Hewitt, Statler; W. W. Witt, Colonial of Mt. Clemens; Harry T. Keenan, Charlevoix, and Attorney E. A. Walling. The boys left Detroit for Toledo Saturday 5/24/22 and left our neighboring city some time during the forenoon of the same day, by special Pullman, for Columbus, where they were joined by the delegation from the south and west, and were guests of the Columbus hotel men on Sunday, when a great entertainment was provided for the visitors. The whole crowd took a special train for Pittsburgh and arrived there on the morning of the twenty-sixth. Well, to say that bunch had a great time is expressing it mildly. I haven't all the news at present as the worthy secretary has not returned to his home as yet, but ere long, I hope, then I will have the correct data as to all the doings.

Joe Mainzer (L. & H. Stern), New York, N. Y., stopped off in Detroit for a day this week on his way east.

J. A. Hansam, of the Scranton Tobacco Company, paid his respects to the city of Detroit this week.

Albert Rassenfoss, salesmanager of the Heekin Can Company, was a recent visitor here and reports his company's plant to be working to full capacity. Albert is some base ball fan, and he made several visits to Navin field to see the workout between the Tigers and Red Sox.

Herbert M. Earl, president of the Watkins Cigar Stores Company, has long had the reputation of being a good judge of cigars, but his latest achievement is authority on "Pea-Soup," he considers himself a connoisseur in this line and can tell the quality of each restaurant's "Pea-Soup" by the way they advertise the "P" on the window.

Sam Hachen (Main Cigar Co.), Cincinnati, Ohio, "El Satisfacto" cigars, called on the trade here this week, and while here took the opportunity to visit the cigar box manufacturers.

Walter E. James, Mansfield, Ohio, paid his respects to our city this week and showed "Admiral Hopkins" to the trade.

E. C. Berriman and G. D. Nussbaum were two recent visitors from Tampa, who signed THE TOBACCO WORLD register.

Geo. W. Stocking (Marcelino Perez & Co.), "Tuval" cigars, MADE-IN-BOND at TAMPA, gave the city of Detroit the once-over this week. George says he is enjoying a good business on "Tuval," which is featured in Bert Johnson's chain stores.

J. C. Howard (G. W. Faber, Inc.) called on the retail trade and clubs here this week.

Fred Child (General Cigar Co.) has returned from a trip to the northern part of the State. The

(*Continued on Page 10*)

Detroit News

(*Continued from Page 9*)

trout season is on, no doubt Fred had his trusty rod and reel along with him.

Jose Gaste, London, Ont., was a recent visitor to Detroit and purchasing supplies preparatory to starting in the manufacturing business in Los Angeles, California.

W. W. "Doc" Rosebro, president of F. Vega & Co., "Las Vegas" cigars, has returned from a trip to Chicago and the west, where he reports "Las Vegas" cigars are growing in popular demand and going over big in every section.

A. J. Mitchell (Julius Klorfeim), New York City, was a recent caller to our city and signed THE TOBACCO WORLD register.

D. Weiss, district manager of the American Cigar Company, is on a tour of inspection of his company's factories located in Michigan.

Frank D. Pattan, "Tobacco Girl" and "Tiz" cigars, called on the Detroit jobbers and retailers this week in the interest of his brands.

Herman Goldsmith (Gordon pipes), New York City, arrived this week with "Lots of Novelties." Herman reports a very satisfactory business here, and bid us adieu with a full order book.

Carl Allen, of Cleveland, Ohio, was a recent caller in our city.

Jack Girard, the Vinton Building cigarist, has returned from a trip to Frisco, where he attended the Shriners' convention, which has been in session for two weeks.

Mrs. C. D. Shelley, manager of the cigar stand at the Wolverine Hotel, is enjoying a much-earned vacation and is rusticating at Battle Creek for several weeks.

N. W. DeWalor, of the Pollock Stogie Company, Pittsburgh, Pa., was a recent visitor who called on the jobbing and retail trade.

Sandy Stuart (Joseph J. Schaefer), "La Costa" and "El Tovar" cigars, has been with us for a few days and signed THE TOBACCO WORLD register at Bert Johnson's.

Geo. W. Hardee (Gonzalez & Sanchez), Jacksonville, Florida, was a recent visitor to our city.

Mark Levine (H. Duys & Co., Inc.), New York City, called on the Detroit manufacturers this week.

Sig Mayer (F. Lozano, Son & Co.) has been with us for a few days, showing his fine line of clear Havana cigars.

Harry Bassett (Mi Lola Cigar Co.) is placing a new five-cent number on the market here, "Red-O," which is going to the trade at $37.50. Harry tells me he is having wonderful success on the distribution and many repeat orders.

T. C. Connor (Teijeiro & Garcia), Tampa, Fla., was a recent visitor to the city who signed THE TOBACCO WORLD register.

J. J. Hochstadter (J. S. Pinkussohn Cigar Co.) is in our midst showing a very fine line of smoking tobaccos, for which his house is famous, his pet number is "Potpourri," which he says is the greatest pipe tobacco in the world.

B. G. Pyle, Cleveland, Ohio, called on the trade here this week with his line of "Dacia" cigars.

Jack C. Kaselly, of the Subway Cigar Store, is the proud father of a bouncing baby girl weighing nine and one-half pounds. We one and all extend to Jack our best wishes and hope all his troubles will be "little ones."

William Reddling and Miss Agnes C. Simpson were joined in the holy bonds of matrimony on Saturday, June 24, at St. Thomas Episcopal Church, Boulevard and Shady Lane. The bridegroom is well known in the cigar business and his many friends and business associates extend the young couple congratulations for happiness and good luck. I understand the honeymoon is being spent at the Thousand Islands, a day at each island.

"Natural" cigarettes (Schinasi Bros.) are very prominently displayed and advertised in our city at the present time, counter displays are to be seen in all the principal stores. Tom O'Connell, general representative for Schinasi Bros., has had a very able and efficient crew of salesmen on the job, so "Natural Rounds" are increasing in sale accordingly.

Fred Charles (The Charles Cigar Co.), York, Pa., "Mohawk Chief" cigars, is in the city calling on the jobbing trade.

P. W. Feilbach, of Feilbach & Company, Toledo, Ohio, was a recent visitor to the factory of F. Vega & Co., manufacturers of "Las Vegas" cigars. The Feilbach Company are meeting with great success on the "Las Vegas" brand and report a big future for this cigar.

Mr. Fleishman, of S. Rossin & Sons, New York City, N. Y., called on the cigar manufacturers here this week.

Herbert Schloss, representing S. M. Frank & Co., New York, N. Y., has been with us for a few days, showing his big line of pipes and smokers' articles.

Keep posted on the news relative to the cigar and tobacco industry by subscribing to and reading THE TOBACCO WORLD.

Mike of Detroit

JULIUS ROSENTHAL WITH D. EMIL KLEIN CO.

Julius Rosenthal, who resigned on May 1 as sales manager of The Preferred Havana Tobacco Company, has joined the organization of the D. Emil Klein Company, and will, in the future, make his headquarters in Kansas City.

Mr. Rosenthal will represent the factory in the middle West and Southwest territories.

SALVADOR RODRIGUEZ VISITS NEW YORK

Salvador Rodriguez, widely known manufacturer of "Charles the Great" clear Havan cigars, has recently arrived in New York. He is accompanied by Mrs. Rodriguez. They are spending a few weeks with Mr. and Mrs. Claude Turner. Mrs. Turner was formerly Miss Rodriguez.

HARRY PROCHASKA BEREAVED

The many friends of Harry Prochaska, widely known in the cigar and tobacco industry through his identification with various lithographic interests, will regret to learn that on June 15, his mother, Mrs. Josephine Prochaska, passed away.

Senate Makes Wrapper Duty $2.10

Washington, D. C.

The House duties on wrapper tobacco have been agreed to by the Senate, as a result of an announcement by Senator McCumber, chairman of the Finance Committee, that his committee was willing to recede from the amendments it had made in paragraph 601 of the tariff bill, despite efforts by Senator McLean, of Connecticut, and members from other tobacco-growing States to have the rates pushed skywards.

June 26 was tobacco day in the Senate. Senator McCumber started the ball rolling by announcing that his committee was willing to give up its proposal taxing filler tobacco as wrapper when mixed or packed with more than 35 per cent. of wrapper tobacco, and would adopt the House limit of 50 per cent. No opposition was made to this step, which was agreed to by the Senate, but the committee struck a snag when it took up the next amendment which was to increase from $2.10 to $2.35 the rate on such tobacco, unstemmed, and from $2.75 to $3 the rate on stemmed tobacco.

Senator McLean, following Mr. McCumber's announcement that the committee was willing to disregard these amendments and adopt the House rates, immediately protested against this proposal, charging that the operation to a high duty on this tobacco came from the importers and cigar makers that the growers had but little money and no influence to combat "this combination of importers and cigar makers." The increase of 25 cents per pound originally made by the committee he asserted, would amount to approximately one-half a mill to a cigar.

"Before I asked for any increase in this rate," the Senator said, "I consulted with the customs officials and experts, and they told me that the $2.35 rate was entirely justified as a revenue rate; and it seemed to me that under the circumstances there could be no objection to this slight increase on the part of the cigar makers because, while I want the cigar maker well paid, he gets today much more for wrapping the tobacco around the cigar than the farmer gets for raising it."

The question of prices was discussed at length, Mr. McLean attempting to show that unless the duty provided by the committee amendment were assessed the growers in his territory could not compete with the imported Sumatra tobacco. The discussion took a different trend, however, when Senator Pomerene, of Ohio, introduced an amendment to reduce the duty on unstemmed wrapper tobacco to $1.85 per pound, because, he said, while the Connecticut farmer could not raise tobacco unless he had the high duty, the tobacco raised in Ohio is filler, used in Sumatra wrappers, and it is to the interest of the growers in his State to encourage the importation of Sumatra tobacco.

Kentucky doesn't give a rap whether there is a duty on tobacco or not, crowed Senator Stanley. Kentucky isn't asking for any protection, although until recently they raised practically one-third of the weight of tobacco grown in this country. While other countries are raising cheap tobacco through cheap labor, Kentucky is using "superior equipment, machinery and superior intelligence" and is making money in tobacco.

"We have made no money raising the tobacco during the last two years," replied the Connecticut Senator. "It seems to me an economic mistake to discourage the industry to the extent of wiping it out, because in New England and in Georgia and Florida we raise the only wrapper tobacco that is grown in the country, and if that industry is suppressed, then the cigar makers of this country will be at the mercy of the Dutch monopoly. They never lose an opportunity to charge all the trade will bear in this country. It is reported they are now asking $7 or $8 per pound for that tobacco, probably for its effect upon the cigar-makers and Senators. Therefore, I think the customs officials were justified when they said this little increase in the rate was legitimate as a revenue duty."

Senator McLean went into the operations of the United Cigar Stores, Waitt & Bond, Otto Eisenlohr & Brothers, and others to show the big profits which he declared the manufacturers were getting, and declared that the big concerns are gradually crowding the little fellows out of business, and when the farmer is so crowded that he will not be able to raise wrappers and the entire control of the wrapper market is thrown into the hands of a few "Dutch monopolists," the profits of the big concerns will be larger than they are now and cigars will go sky high.

"I am at a loss to understand why the Senator from Connecticut says that the duty on this tobacco is a matter of small importance," declared Senator Stanley, in replying to statements made by Mr. McLean earlier in the debate. "In this country we raise from 800,000,000 to 1,000,000,000 pounds of tobacco, and it is grown in many different sections, for which the grower asks and receives no protection, for the 35 per cent. duty on filler tobacco is a pure fiction. But as to another type of tobacco which is grown in Connecticut and which happens to come in competition with Sumatra leaf it is said that it will go to the bow wows if a duty of 200 per cent. or 300 per cent.—there is no telling how much—is not imposed upon it. It is time that we had a chance to ascertain what we can do with these Dutch monopolists. The duty as it exists is enormous and almost inordinate, being at least 100 per cent. over the value of the tobacco, according to any estimate of the Senator, and to increase it is to add, as he has truly said, to the amount of the duty practically 200 or 300 per cent. more, because these monopolists, as he has told us, will not bear this burden but will visit it with an increase of three or four times over upon the users of tobacco and upon the small manufacturer of cigars."

The Senate, without a vote, refused to accept Senator Pomerene's amendment and rejected the amendments of the committee, adopting the House rates of $2.10 and $2.75 per pound.

California took up the fight where Connecticut left off, when the next amendment was read, eliminating from the bill the duty of $1 per pound on "filler tobacco of the kind known as Turkish." Senator Shortridge, of California, took up the gauntlet at this point, tobacco of this type being raised in his State.

Only 500 pounds of this tobacco was raised in California in 1906, he told the Senate, and the production

(*Continued on Page 16*)

York, Pa., June 27, 1922.

THE Earl Cigar Company report business very good and are increasing production right along on all of their brands, especially on their "La Vaneta" ten-cent cigar.

John G. Bergdoll, of the Bergdoll Cigar Company, reports business very good on their "York Imperial" ten-cent and two-for-a-quarter cigars, and have taken on an additional number of cigar makers during the past week in order to increase production.

L. P. Myers, city representative of this firm, with headquarters in the new St. George Hotel, George and Philadelphia Streets, has purchased an automobile, which will enable him to cover the county districts also.

P. T. Hoffheins, West Market Street, cigar dealer, has moved into his new building, two doors east of the old stand.

Stabley & Billet Cigar Company, with factories at York and Spry, report increased calls for their goods. Their old "Seventy-Six," a five-cent cigar, is selling well.

Arthur Corry, East Clark Avenue, is in Quincy, Florida, adding to his holdings. Edmond Corry, who has charge of the York house, reports business good on their Florida wrappers.

Pfaltzgraff Bros., leaf tobacco, Jefferson Avenue, are offering some handsome Connecticut broad leaf wrappers and seconds. They say business with them is good.

Chas. E. Bowers, Clark and Home Avenues, has about finished his packings of Pennsylvania broad leaf, and says that the tobacco has come through the bulk sweat as fine as silk, and that he will have some beautiful tobacco to offer.

B. M. Hanigan, of the East Prospect Cigar Company, is putting up a large packing of the 1921 crop of Pennsylvania broad leaf. They have rented the building formerly occupied by the Bell Motor Company on North Street, where they have a large force bulking the tobacco.

When calling on the trade the other day, a certain cigar manufacturer showed us a letter that he had received from a jobbing house, which runs as follows:

"Please submit us samples of a cigar, not to cost us more than Twenty-five Dollars per Thousand, Large Shape, Fancy Package, Fancy Long Filler and Imported Sumatra Wrapper. We want to sell same for a good Ten-Cent Cigar."

Needless to say the manufacturer did not and could not fill the order.

It is certainly hard to "dope it out" how some manufacturers are breaking their necks trying to give something for nothing, simply to get the business.

We ourselves learned the lesson long ago, that there is little glory and less fun in manufacturing cigars, just for the fun of doing it.

We know of no other business where there is as much worry as is connected with the cigar manufacturing game. Surely a man earns all he ever makes in this business. Then why should he not be entitled to a living profit?

Quite a number of the cigar and tobacco men are anxiously awaiting the first day of July, when bass season opens in Pennsylvania. We have a goodly number of expert fishermen who will entertain us with stories of the wonderful catch they made, and of the whales that got away from them.

We are pleased to notice the smaller and more reasonable sized cigars being brought out by the "Big Fellows," in the many new nickle cigars. Some sense to that. Never could see any real common sense in giving a cigar and a half at the price of one. Anyway how many smokers really like such big fat cigars? They seldom can finish one at one sitting, and what can taste worse or smell stronger than a cigar that requires two or more sessions to consume?

JAY BEE.

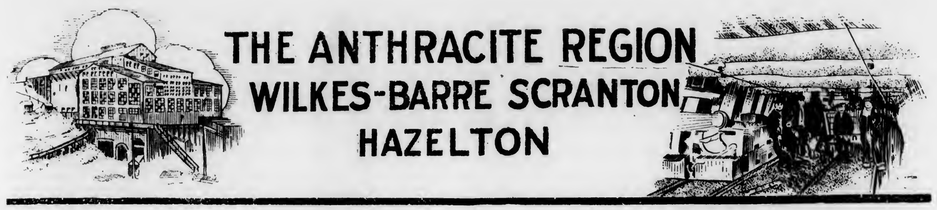
Jottings

Sam Paley has returned from the west and finds the demand for "La Palina" cigars greater than ever, in fact exceeding their present capacity to produce them.

Charles Knubel, famous ambassador on the Pacific Coast for the "Charles the Great" clear Havana, made-in-bond cigar, has been visiting Texas.

Harry S. Loewenthal, of S. Loewenthal & Sons, has recently returned from a trip abroad and is once more devoting his attention to the firm's many customers.

Theodore Werner, formerly with T. J. Dunn & Co., and a widely known cigar manufacturer, sailed recently with Mrs. Werner for Europe. They will spend the entire summer abroad.



Wilkes-Barre, Pa.

IT IS learned that Mr. Abbott Booker, who for some time represented Otto Eisenlohr & Co., "Cinco" and "Henrietta" cigars, in the hard coal field, has resigned and that Mr. Francis V. Williams, of Wilkes-Barre, will fill the vacancy. Mr. Williams for a number of years was connected with the Star Tobacco Company, Wilkes-Barre, who are the distributors for "Philadelphia Hand Made" (Bayuk Bros.) and "Muriel" for P. Lorrillard Company. However, Mr. Williams severed his connections some time ago with the Star Tobacco Company and has since been in business for himself at 500 Carey Avenue, South Wilkes-Barre. Mr. Williams has many friends in the trade who wish him much luck.

Mr. Frank Winslow who represents P. Lorrillard Company ("Muriel" cigars), was a visitor to the coal fields this week. "Reverend," as he is known among his friends, which are many, is always on the job and is a 100 per cent. "Muriel" man.

Mr. Wm. Bushell was a visitor to the coal fields this week in the interest of his "Dela Casa" cigars. Mr. Bushell has many friends in this section, he having for a number of years represented the Consolidated Cigar Company ("Mozart") in this section.

Mr. Thomas Carlin, representing Yokum Bros., Reading, Pa. ("Y-B's"), is in Wilkes-Barre again, assisting his distributor, J. B. Yeager & Sons, in the selling of his line. The "Y-B" cigar is well placed, and we all wish Thomas much luck.

Mr. Samuel Brennen, who is one of the popular cigar retailers of Harrisburg, has sold his lease of his stand on Third Street, Harrisburg, to the United, who will take possession on or about July 17. This is one of the most desirable corners in the Capital City, and has been a high class cigar store for a number of years, having for a long time been operated by Mr. George Harry, who now has the stand in the Penn-Harris Hotel that city.

The Sperling Tobacco Company Wilkes-Barre, has a fine showing on "La Palina" in one size, the two-for-twenty-five-cent blunt in the glass humidor. Evidently this is the size they have featured in placing this cigar.

"La Preferencia" (Dusel Goodloe Co.) seems to still be a very popular cigar in the Pittson, Pa., section in the old broadleaf cigar. I am told by Mr. Thomas McAndrews, one of the city's popular cigar merchants, that he has many customers who will positively not have anything else and they want and demand Oscura shade, the blacker the better. This applies in other shops there also, the old broadleaf wrapper has been a local favorite for years and is holding its friends, and is one of the few spots left where the real black cigar is demanded by the consumer.

The sales organization of the Dusel Goodloe Company were the guests of Mr. Forristall, of Waitt & Bond, Manufacturers of "Blackstone" cigars, of which he is sales manager, and the gentlemen who were the guests represent the distributor. The occasion was one in which business and pleasure was delightfully combined. All of the men, including Mr. P. L. Brogan, president of Dusel Goodloe Company, Philadelphia, were given a thorough opportunity to inspect the fine exhibit of the "Blackstone" cigar at Kentucky Avenue and Boardwalk, Atlantic City. Mr. Forristall also had on hand several of his salesmen and also a gentleman who was in charge of the exhibit. The guests, after a delightful lunch, were taken to the miniature factory and there were shown how this wonderful cigar ("Blackstone") is made by machine. It is really marvelous, the machine reproducing every movement of the hand-made cigar to the last detail. In addition to the cigar-making machine there are several other machines that are used for stemming the leaf, etc., all this in full view and in operation before the interested public, and is a sight worth seeing. No one visiting Atlantic City this season should miss it, and, if a smoker, should try this delightful cigar.

The Penn Specialty Company, Wilkes-Barre, are now the local distributors of "Reference," Dusel Goodloe Company's famous five-cent cigar, Eli Bull & Co., Nescopeck, Pa., is the distributor for the eastern end of Columbia County on this brand, both of whom report that it is selling very fine.

Talking to Mr. Abe Myers, Hotel Sterling, Wilkes-Barre, some days ago, he handed me a box of his "Hotel Sterling Special" that he has recently had made for him by Park & Tilford, in their Tampa factory. This cigar is a very good looking piece in three sizes, fifteen cents up. Mr. Myers conducts a very fine stand in this hotel and one on which is stocked with a high grade line of standard imported and domestic cigars.

Business in the coal fields is at a very low ebb owing to the long suspension of the mining industry and the impending strike. The suspension on July 1 will enter on its fourth month and it seems that the interested people are no nearer a settlement than the day the suspension began, April 1, the miners having voted 99½ per cent. for a strike and have so empowered the labor leaders.

The Penn Tobacco Company, of Wilkes-Barre, manufacturers of Penn & Sterling stripped tobaccos for smoking and chewing, and which is the big selling brand in the coal fields, have very recently done some very effective art on their brands, giving a briar pipe with every pound package. It is an opportune time for this kind of act and this wide-awake manufacturer evidently realizes it.

BLACK DIAMOND.

PHILADELPHIA.

NEWS OF BAYUK PRODUCTS

A. B. Creech, southwestern representative for Bayuk Bros., is at present conducting a whirlwind campaign on behalf of the E. V. Schnoor Co., their distributors in Wichita, Kan.

C. E. Terry, western salesman, is en route to Denver, Colo., to assist W. A. Beck Cigar Co., distributors of Bayuk products in that territory.

The annual pilgrimage of the Bayuk Boosters to Atlantic City took place on June 30, F. J. W. Allen, sales manager, headed the procession and while the full reports are not at hand, it is understood that nothing was absent from the usual good time and frolic.

Mr. Davis, at headquarters, is well pleased with the continued increase which is showing on Bayuk products.

J. W. Encoks, Jackson, Tenn., reports that he is getting a most thorough distribution and satisfactory duplication on the "Mapacuba" brand in his territory.

NEW ACCOUNT FOR "MARIETTA" BRAND

P. C. Fulweiler & Bro. Co. have just closed a very flattering account with Flemming & Hubbard, jobbers in Rochester, N. Y., who have taken on their "Marietta" brand for distribution.

Mr. Loughran, of this house, has just returned from a trip through the coal regions and reports that the trade is in an optimistic frame of mind despite the fact that business has been dull since the beginning of the coal strike. Mr. Loughran states that there is a persistent rumor to the effect that the strike will be ended by July 15.

J. BROOKS OPENS NEW ACCOUNT

Jacob Brooks, who has recently introduced the "Five-Cent Smoker" to the trade, reports that his business is showing a steady increase. On his "La Hetas" brand he has opened a new account with the Opera Drug Stores, Henderson, N. C.

"COUNT PONTCHARTRAIN" IN PHILADELPHIA

"Count Pontchartrain," the widely known clear Havana made-in-bond cigar produced in the factory of Marcelino Perez & Co., Tampa, Fla., has made its appearance in Philadelphia. The exclusive distribution of this brand in this city is in the hands of Louis Zifferblatt, well-known tobacconist, who maintains a high class retail stand at Fourth and Sansom Streets.

"LA PALINA" CONTINUES OVERSOLD

Willis Andruss, sales manager of the Congress Cigar Co., has returned from his western trip filled with optimism over the future of general business conditions. The tremendous crops of all kinds, together with the building booms now going on in the West indicate to him that in that territory at least the revival of business is at hand.

He also found on his return that the factory is still about seven hundred thousand cigars oversold on "La Palina" and as a result they have been compelled to deny the requests of certain large jobbers for the full lines of this brand.

DUSEL, GOODLOE & CO. HOLD OUTING

On the 24th, the executive and sales forces of Dusel, Goodloe & Co., paid a visit to Atlantic City, where they had an outing and were guests at a special dinner at the Albany Arms. The visit included a special showing of the model factory of the famous "Blackstone" cigar, which is distributed in this territory by Dusel, Goodloe & Co.

The distributors are now devoting attention to a new size, which is being introduced in this territory, known as "Bantams." It retails at three for 20 cents.

JOSE PENDAS IN TOWN WITH "REGULUS" BRAND

Jose M. Pendas, who is known through the cigar trade of the country, and whose recent announcement that he would enter the cigar manufacturing field again with a clear Havana made-in-bond cigar brought him scores of encouraging letters from all parts of the country, has been calling on his Philadelphia friends.

He is introducing his new "Regulus" brand and from all accounts the trade is anxious to lend its support toward the distribution of this cigar. The package itself is most attractive, and the cigars leave nothing to be desired in quality or workmanship. Thirty-four sizes will be manufactured in order to meet the most exacting desires of the trade and the consumer.

W. H. GRAULEY SEES IMPROVEMENT

William H. Grauley, of the well-known cigar house of Henry B. Grauley, states that there is a decided improvement in the cigar business as far as his recent experiences are concerned. He expresses the belief that the "wave" for cheap cigars will soon wear itself out and that the demand for quality goods at quality prices will be stronger than ever before. Bill ought to know.

About Town With F. A. T.

L. C. Albertson, manager of Dusel, Goodloe & Co.'s Atlantic City branch, took and delivered seventy-four orders in one day. This is believed to be a record for one man.

Samuel Bayuk, of Bayuk Bros., is expected to return this week from the Sumatra inscriptions at Amsterdam, Holland.

Samuel D. Ostrow, Erie, Pa., is now distributor for Bayuk products in that territory.

Cigar manufacturers of this city received visits recently from Mark A. Pollack, of Cuba. Mr. Pollack ranks as one of the leading leaf experts of that country.

O. L. Myers, middle West representative of Bobrow Bros., will make his home in the future in Milwaukee, Wis., in order that he may give closer attention to the distribution of "Bold" and "Topic" cigars.

Victor Marks, specialty man for Bayuk Bros., has secured some splendid results from his recent efforts in the Erie, Pa., district.

L. M. Walters, of Bobrow Bros., spent some time recently with W. L. Crook & Son, Atlantic City, distributor for the Bobrow brands. The firms report a shortage on "Recall" cigars due to the heavy demand for them.

Edward M. Laing, of the P. C. Fulweiler & Bro. Co., has just returned from a trip through Pennsylvania and New York and states business on their "Marietta" brand is exceedingly good in Buffalo.

C. W. Saunders, of the Cortez Cigar Co., paid the local trade a visit last week.

Duncan & Moorhead were visited recently by a representative of Kraus & Co., Baltimore, who reported the business on "In-B-Tween" cigars to be showing a decided increase.

H. J. Bedarb, of the J. F. Portuondo Cigar Mfg. Co., was in Pittsburgh, Pa., recently where the Portuondo brands were accorded a favorable reception.

Morris D. Nuemann of Morris D. Nuemann & Co., has left on an extended trip through the West in the interest of his "El Moriso" brand.

F. D. Franklin, Louisiana representative of the Progressive Cigar Corporation, called at the home offices last week in an effort to speed up shipments of "Madam Butterfly" for his territory.

O. C. Schneider, Havana-American Co., called on the trade last week in the interest of the famous "Antonio & Cleopatra" clear Havana brand.

Mr. Levy, of the Porto-Rican-American Tobacco Company, has been calling on the trade here in the interests of the "El Toro" and "Portina" brands.

GODFREY MAHN HOST TO ANGEL CUESTA

While en route to New York, Mr. and Mrs. Angel L. Cuesta and Miss Carlotta Cuesta paid a visit to Atlantic City, and while there were guests at the home of Godfrey H. Mahn. Mr. and Mrs. Cuesta and Miss Cuesta sailed on the 20th on the "Mauretania." They will spend the summer months at their home in the mountains of Spain.

ANOTHER ACCOUNT FOR "DELLA CASA"

W. P. Bushell, of the El Predomino Cigar Co., has returned from a brief trip and reports the opening of a new account on their "Della Casa" brand with A. Rubin & Co., Pittsburgh, Pa. Alexander Wills Co., "Della Casa" jobbers in Wilkes-Barre, Pa., territory report an increasing demand for the brand.

A NEW PORTO RICAN SERVICE

Tobacco Trade Notes is the name or title of a new weekly pamphlet now being published by the Government of Porto Rico Tobacco Guarantee Ageney, with main headquarters at 126 Maiden Lane, New York City.

Jose Felix Vasquez, the official tobacco guarantee agent in the United States for Porto Rico, is the editor of the new publication, and he incorporates within it up-to-the-minute leaf, cigar and other reports concerning the tobacco industry in the United States, which are translated into Spanish, printed in *Tobacco Trade Notes*, and that publication is then extensively circulated throughout all leaf-raising and cigar-manufacturing sections of Porto Rico.

Tobacco Agent Vazquez has also inaugurated a market report service by cable, which summarizes weekly the latest developments in the tobacco and cigar markets of the United States insofar as they exclusively concern the Island of Porto Rico and the inhabitants thereof whose interests dovetail in with the industry.

An optimistic tinge has changed the complexion of things now in Porto Rico, since quality leaf produced in that island has carried price quotations so much higher than has prevailed in the immediate past that a premium may be said to be placed upon the *creme de la creme* leaf raised on the island.

APPROVAL FOR TOBACCO FINANCES

Washington, D. C.

Tentative approval has been given by the War Finance Corporation to the application of the Tobacco Growers' Co-operative Association of Virginia, North Carolina and South Carolina for advances of not to exceed $30,000,000 for the purpose of financing the orderly marketing of tobacco in these States. The advances will be made on the basis of 50 per cent. of a conservative valuation of the tobacco.

It is not expected that the War Finance Corporation will be called upon to advance the entire amount, as it is believed that banks in the interested districts will handle a considerable part of the association's financing. C. L. L.

The Regent Cigar Company have recently opened a new factory at 128 East Houston Street, New York City.

Hill & Waite, Inc., cigar jobbers of Rochester, have increased their capital stock from $50,000 to $200,000. The increase was decided upon in order to take care of the growth in their business.

TAMPA

House of Cuesta-Rey Busy—Now It's "Uncle" Joe Perez—A. Yanez & Co. Reorganize—Manuel Garcia Gets Choice Leaf

Tampa, Fla., June 26, 1922.

IF ANY one has the appetite for queer occurrences, come to Tampa; we have a new sensation for every week and often more. Two weeks ago our native sheriff gave us a jolt with his sudden enforcement of ancient blue laws—which enforcement is now history—and the county commissioners took their turn in springing the trap with a bonding election for $3,000,000 to construct 160 miles of new roads, which, after being carried by a vote of two to one, is now declared invalid by no less legal authority than the county attorney; and all because of a small technical omission in the election called for said bonds. As the county business is not conducted under the system established in the cigar factories, no one will be fired for this "*lapsus* proceedings" and the voters will have to go to the bat again to carry out the bond issue that will put Hillsborough county at the head of the road-building counties of the South.

There is an impression among some timid persons that it is terrible to have dealings with the agents of Uncle Sam, losing sight of the fact that the said agents are mere human beings like the rest of the mortals. This thought was prompted by the activities of the Federal Trade Commission, who, after its recent decree to the Cigar Manufacturers' Association to "cease and desist" on a certain point in which they had ceased and desisted long ago, are undertaking with zeal the task of curbing the propensity for misusing the fair name of Tampa, which possesses a number of fakirs operating cigar factories elsewhere outside of Tampa. The Federal Trade Commission may rest assured of the everlasting gratitude of the cigar manufacturers of Tampa if that body succeeds in suppressing the activities of the unworthy camouflagers of unsmokable and unsalable plugs passed to the unsuspecting public as Tampa-made cigars.

In connection with the foregoing subject, it seems strange that the average smoker could not distinguish a Tampa-made cigar from one of the above-mentioned plugs. But what about the dealer looking for a clear Havana, long-filler, five-inch cigar to retail at five cents? That is the kind of inquiry one of our manufacturers received in his last mail, and that tells the story of the recent decadence of the cigar trade. The nefarious work of the fakir selling cigars by the yard has demoralized the trade to the senseless point of demanding a clear Havana, fifteen-cent cigar to retail at five cents. I suggested to my friend manufacturer that perhaps this dealer is a relative of Lucy Page Gaston and has as much notion about the value of cigars as she has, and he seemed to be comforted with the idea.

Among the newly reorganized firms is that of A. Yanez & Co. R. B. Diaz, office manager, has been offered a position outside of the cigar trade; R. S. Tatum, their head salesman, is engaged with Garcia & Vega to cover the South; A. Fuente & Co. have taken the distribution of their line outside of Florida, and Mr. Yanez and the remaining partners have rented a building at Fifteenth Street and Eleventh Avenue, where they will continue the manufacturing of cigars.

Among the absentees is counted Salvador Rodriguez, dean of clear Havana manufacturers, who, with his devoted wife, left for New York to spend the summer as usual.

J. A. Jones, senior partner of Ramon Alvarez & Co., has left for Mexico on a touring expedition. Mr. Jones is a member of the board of directors of the Cigar Manufacturers' Association, and, by his long and faithful service in that body alone, has well earned his vacation.

Our friend Jose Perez, of Marcelino Perez & Co., is showing these days a more solemn countenance than is usual with him. Some of his friends think that it is the effect of the warm weather; others, that he is overworked on account of rush orders, but finally it was discovered that somebody has called him "Uncle Joe." What?

The New York-Tampa Cigar Company is growing at such a rapid pace that Manager John Levy has found it necessary to add the former building in West Tampa to their facilities, and the company is now making in it a daily average of 40,000 cigars. Fred Davis is expected next week from New York, and, with his characteristic activity, will speed production to the limit.

Visiting the "Truly Spanish House" of Cuesta, Rey & Company, your correspondent learned that A. L. Cuesta is now nearing old Madrid, Spain, but will leave there for Santander, where he has a handsome summer residence on the shore of the Cantabric. Karl Cuesta, his son, is traveling through Canada and the Eastern States in the interest of their imported line, "Rey del Mundo," and will then go to the Pacific Coast to canvass the trade for all their lines. A. L. Cuesta, Jr., is preparing his grip and will leave next week for the Middle West to call on the numerous cus-

(*Continued on Page 18*)

Otto Eisenlohr & Bros., Inc. Cited by F. T. C.

THE Federal Trade Commission has issued a formal complaint against Otto Eisenlohr & Bros., Incorporated, charging them with resale price maintenance. The complaint sets July 28 as the date on which Otto Eisenlohr & Bros., Incorporated, may appear before the Commission in Washington to show cause why the complaint should not be entered against them. The complaint is as follows:

COMPLAINT

Acting in the public interest pursuant to the provisions of an Act of Congress, approved September 26, 1914, entitled, "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes," the Federal Trade Commission charges that Otto Eisenlohr & Brothers, Incorporated, hereinafter referred as respondent, has been and is using unfair methods of competition in commerce in violation of the provisions of Section 5, of said act, and states its charges in that respect as follows:

PARAGRAPH ONE: Respondent is a corporation organized under the laws of the State of Pennsylvania. Its office and principal place of business is in the City of Philadelphia, in said State. It is, and at all times hereinafter mentioned has been, engaged in the manufacture of cigars and other tobacco products and the sale thereof to wholesale and retail dealers throughout the United States. It causes its products so sold to be transported from its said place of business in the City of Philadelphia to said purchasers at various points in various States of the United States. In the course and conduct of its said business respondent continuously has been and now is in competition with other persons, partnerships and corporations similarly engaged in the sale of cigars and tobacco products in interstate commerce, and with the trade generally.

PARAGRAPH TWO: In the year 1921 respondent adopted and enforced, and still enforces, a system of fixing and maintaining certain specified standard prices at which the cigars manufactured by it shall be resold by retail dealers to the consuming public, wherein respondent enlists and secures the active support and co-operation of wholesale and retail dealers who handle its products, and of other persons. Among other methods and means of enforcing said system respondent does the following things:

(a) Makes it generally known to aforesaid dealers that it desires and requires retail dealers to sell its cigars at the prices fixed by it.

(b) Solicits and secures the active co-operation of all said dealers in the enforcement of said system, wherein said dealers are requested to, and do, report to respondent the names of other dealers who sell its cigars at prices less than those fixed by respondent.

(c) Brings pressure to bear upon dealers so reported, or who come to its notice otherwise, and who sell its cigars at prices less than those fixed by it, to thereafter maintain respondent's said resale prices, and indicates to such dealers that unless they maintain said re-sale prices, respondent will refuse to further supply them with its cigars.

(d) Requires its salesmen to, and they do, bring pressure to bear upon and endeavor to persuade dealers to maintain respondent's said re-sale prices, and indicate to dealers who sell its cigars at less than respondent's said re-sale prices that unless they cease so to do, respondent will refuse to further supply them with its cigars.

(e) Employs a special representative to visit the trade and perform like duties as those required of its salesmen, as set out in Specification (d).

(f) And employs other equivalent co-operative means to accomplish the maintenance of prices fixed by it.

PARAGRAPH THREE: The foregoing things done by respondent tend to constrain all retail dealers handling respondent's cigars to uniformly sell the same to the consuming public at said prices fixed by respondent and to prevent them from selling said cigars at such lower prices as they deem to be adequate and warranted by their respective selling costs and efficiency and thus tend to suppress competition in the sale of said products and unduly to hinder and obstruct the free and natural flow of commerce in the channels of interstate trade.

PARAGRAPH FOUR: The above alleged acts and things done by respondent are all to the prejudice of the general public and respondent's competitors and constitute unfair methods of competition in commerce within the intent and meaning of Section 5 of an Act of Congress, entitled, "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes," approved September 26, 1914.

NOTICE

Notice is hereby given you, Otto Eisenlohr & Brothers, Incorporated, respondent herein, that the twenty-eighth day of July, 1922, is hereby fixed as the time, and the offices of the Federal Trade Commission, in the City of Washington, D. C., as the place, when and where a hearing will be had on the charges set forth in this complaint, at which time and place you shall have the right, under said act, to appear and show cause why an order should not be entered by said Commission requiring you to cease and desist from the violation of the law charged in this complaint.

IN WITNESS WHEREOF, the Federal Trade Commission has caused this complaint to be signed by its Secretary, and its official seal to be hereto affixed, at Washington, D. C., this eighth day of June, 1922.

By the Commission:

(Signed) J. P. YODER,
(Seal) *Secretary.*

JTC/AL
6/2/22

A representative of THE TOBACCO WORLD called upon Otto Eisenlohr & Bros., Incorporated, and obtained the following statement in explanation of the complaint:

In a statement issued by Mr. Charles J. Eisenlohr, he said:

"Acting within what we thought were our lawful rights the Otto Eisenlohr & Bros. Company, in order to provide a living profit for its distributors, both jobbers as well as retailers, and to protect its brands from being used by price-cutters as price-cutting leaders, selling them at cost or below cost, and thus demoraliz-

(*Continued on Page 18*)

In Pocket Packs
Although the Blackstone is a well-advertised cigar, the Blackstone pocket packs went over big without any special advertising.
These pocket packs are in two sizes—ten cigars, and five cigars.
Blackstones are Long Havana filler, imported Sumatra wrapper. No cigar in the world is more hygienically made.
Blackstone
2 for 25¢ CIGARS
Also makers of TOTEM 5¢ cigar
WA ITT & BOND, Inc., Newark, N. J.

Senate Changes Duty

(*Continued from Page 10-a*)

increased until, at the outbreak of the war in 1914, it was 245,000 pounds. The war was a great boon to the California growers and their production reached 1,525,000 pounds in 1919. A duty of at least $1 per pound is necessary for the continuance of the industry, and this duty is being opposed, not by Senator McLean's enemies, the cigarmakers, but by the cigarette manufacturers.

"The opposition came and comes from the cigarette manufacturers in America," he asserted, "the great corporations, the great associations, the great companies, engaged in the manufacture of cigarettes. There is no use to disguise it."

The duty proposed by Senator Shortridge would tax the cigarette industry to the extent of $26,000,000 a year, declared Senator McLean, or many times the value of California's total tobacco production. Cigarettes consume about 150,000,000 pounds of domestic tobacco and the imported tobacco used annually amount to 40,000,000 pounds. Senator Simmons, of North Carolina, also opposed the duty, declaring that American manufacturers were unwilling to pay as high a price for the California tobacco as they will for the Turkish.

The Senate agreed to the committee amendment striking out the duty, and also agreed to the committee's amendment decreasing from 45 to 35 cents per pound the duty on unstemmed filler tobacco not specially provided for, and from 60 to 50 cents per pound the duty on such tobacco, stemmed. The Senate also struck out the House provision that filler tobacco, not specially provided for and commonly used without removing the stem, should be subjected to the same duty as stemmed tobacco.

No change was made in paragraph 602, defining terms used in the tobacco sections. The Senate agreed to the committee amendments in paragraph 603, removing scrap tobacco from the 55-cent-per-pound duty and giving it a rate of 35 cents per pound.

PURE BOSTONESE

A Boston baby, aged nine months, was being taken around the city in a perambulator by its governess. After seeing many sights and enjoying itself thoroughly, it was taken to the railroad station. The nurse wheeled the baby carriage out into the train shed, giving the child a chance to see a train for the first time. The young infant opened its eyes at the sight of the locomotive and shouted in its clearest Bostonian accent:

"Masticate! Masticate!!"—*Fun.*

SIDNEY FURGATCH MARRIES

June 18 marked the occasion of the wedding of Sidney M. Furgatch, son of Sol H. Furgatch, widely known cigar manufacturer, to Miss Cecelia Zimbler. The ceremony took place at Carlton Hall. Mr. Furgatch is associated with his father in business.

TOBACCO PRODUCTS STOCKHOLDERS VOTE

Stockholders of Tobacco Products' Corporation voted to increase the capital stock from $33,000,000 to $157,354,000. The rise is in connection with the plan to absorb the United Retail Stores Corporation.

Important Price Reduction
UNIVERSAL TOBACCO MACHINES AND DEVICES

The Model M
UNIVERSAL

Tobacco Stripping
and
Booking Machine

now
$450

New Prices Now in Effect

Model M Stripping and Booking Machine	$450.00
Model M (Non-Booking) Stripping Machine	400.00
Individual Motor Drive and ¼ h.p. Motor for Model M Machine	95.00
Model F Stem Crushing and Booking Machine	450.00
Model F (Non-Booking) Stem Crushing Machine	400.00
Individual Motor Drive and ½ h.p. Motor for Model F Machine	115.00
Model P Folding Chair	25.00
Model J Leaf Counting Device	40.00
Model C-3 Three Plate Wrapper Register	60.00
Model D-2 Two Plate Wrapper Register	40.00
Model E-1 One Plate Wrapper Register	20.00
Model W Butt Cutting Device	12 00
Model K Gum Cleaning Device	15.00
Individual ¼ h.p. Motor (Our Standard) for Model M	40.00
Individual ½ h.p. Motor (Our Standard) for Model F	60.00
Individual Motor Drive Equipment for Model M or F	55.00

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY
116-120 West 32nd Street New York

July 1, 1922

BERING REGRESO

CORRAL, WODISKA Y CA.

MANUFACTURES OF

CLEAR HAVANA CIGARS

TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.

HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.

NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

FISENLOHR'S Cinco CIGARS

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

Tampa Letter

(Continued from Page 14.)

tomers of the house, which will keep him away from Tampa for about four or five weeks. With such aggressive hustlers there is no wonder that this old house maintains its position always in the front rank.

Manuel Garcia, of Perfecto Garcia Brothers, is back from Havana, and during his interview with the writer let leak out that he purchased a good portion of choice Vuelta Abajo tobacco of the new crop, and set his *escojida* in motion to pack it according to his ideas. Further than this, Manuel refused to be pumped, on the grounds that if a man knows enough to mind his own business, he ought to be well satisfied without attempting to give unsolicited advice to others. And Manuel's theory is right ninety-seven times out of a hundred.

VERITAS.

F. T. C. Cites "Cinco" Makers

(Continued from Page 15)

ing the cigar trade, the company has used every proper and honorable means to persuade the retail trade to maintain the retail prices of the 'Cinco' cigars at eight cents each or two for fifteen cents (which was a reduction from the 25 per cent. normal profit at that time, to a 20 per cent. profit).

"As a result of our activities in that respect the Federal Trade Commission has issued a complaint against the company, seeking to enjoin it from continuing its efforts to maintain the retail prices of its 'Cinco' cigars, alleging that such practices constitute a violation of the law. Needless to say that the Eisenlohr Company always did and always will continue to live up to the law of the land. But it seems to us," said Mr. Eisenlohr, "and we are so advised by competent counsel, that we have acted within our lawful rights and surely for the best interest of our *distributors,* as well as of the trade in general in following the practice that we did. These rights we shall defend in every proper way, for we feel that the law cannot be so unreasonable as to render the manufacturer of a valuable brand helpless, while the price of his product is being slashed, not only to the injury of his *distributors,* but to the demoralization of the whole trade."

"The right of a manufacturer to provide a living profit for his distributors," asserts Mr. Eisenlohr, "must be stoutly defended."

JACOB WERTHEIM'S ESTATE

An accounting in the estate of the late Jacob Wertheim filed several days ago stated that he left $8,895,478, of which $6,081,416 was in securities. He had $107,655 in personal effects and $353,331 in cash. The executors made a profit of $1,116,402 on the sale of securities, and collected $601,098 in dividends.

A trust fund of $1,184,586 has been established for the widow, Mrs. Emma Stern Wertheim, of 182 W. Fifty-eighth Street, and $710,000 for each of the five children.

Lewis A. Westicot, of Salem, Ore., began work as a representative of Bayuk products on June 5. He will cover the States of Washington, Oregon and Idaho.

MAY PRODUCTIONS SHOW GAIN

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1922.

Products	*May, 1921*	*May, 1922*
Cigars (large)—		
Class A .....No.	159,780,608	213,076,123
Class B .....No.	150,980,720	135,391,527
Class C .....No.	229,053,919	208,933,719
Class D .....No.	13,449,826	9,189,913
Class E .....No.	2,232,047	2,617,443
Total	555,497,120	569,208,725
Cigars (small) .....No.	55,349,100	56,503,200
Cigarettes (large) ....No.	4,868,471	1,393,124
Cigarettes (small) ....No.	4,136,084,890	4,601,372,883
Snuff, manufactured ..lbs.	2,651,602	3,335,636
Tobacco, manufactured lbs.	28,698,906	32,510,797

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands.

Tax-paid products from Porto Rico for the month of May:

Products	*May, 1921*	*May, 1922*
Cigars (large)—		
Class A .....No.	3,238,700	6,028,275
Class B .....No.	308,000	410,325
Class C .....No.	627,100	3,598,810
Class D .....No.	.....	3,375
Total	4,173,800	10,040,785
Cigars (small) .....No.	500,000	800,000
Cigarettes (large) ....No.	50,000	.....
Cigarettes (small) ....No.	150,000	40,000

Tax-paid products from the Philippine Islands for the month of May:

Products	*May, 1921*	*May, 1922*
Cigars (large)—		
Class A .....No.	4,546,130	13,658,975
Class B .....No.	301,950	391,150
Class C .....No.	34,004	37,879
Class D .....No.	250	200
Class E .....No.	.....	140
Total	4,882,334	14,088,344
Cigarettes (large) ....No.	.....	600
Cigarettes (small) ....No.	6,810	33,520
Tobacco, manufactured, lbs.	188	172

NEW CIGAR LIGHTER

Numerous cigar stores in Atlantic City and Philadelphia have introduced a new electric cigar lighter. In place of the spark which ignites a wick, this lighter has a tiny coil in a small nickel-plated receptacle. An ordinary lamp socket is sufficient to furnish the current to "fire" this coil. It is mounted on an attractive mahogany cabinet.

GUARANTEEING "LA YEBANA" AND "LAS PALMAS"

The Manila Commercial Company announces that it stands absolutely behind its factory products and guarantees every cigar produced by them. All efforts are being concentrated on the "La Yebana" and "Las Palmas" brands, which are hand-made with long filler tobacco. A feature of their service is the fact that they carry no stock on hand, shipping only on orders. This assures the purchaser of well-conditioned cigars at all times.

Anyone Can Sell "Gold Dollars" for Ninety Cents, a Real Salesman Turns "Ninety Cents" into a Gold Dollar!

In Which Class Do You Belong?

Cigar Smokers

Are demanding a high grade five-cent cigar. Are you prepared to meet this demand at a profit to yourself?

Progressive Manufacturers

Are meeting the problem by using Automatic Machinery. Low production costs mean returning prosperity for the cigar manufacturer.

Be Up With The Leaders

Are you keeping abreast of the times? "Machine Made" means "Clean Made." Your cigars will "look better," "smoke better" and "cost less" than your competitors.

Install Cigar Machines Now

Make a "real smoke" for five cents and show a profit for your company.

INTERNATIONAL CIGAR MACHINERY CO.

5520 2nd Avenue - BROOKLYN, N. Y.

EXPERTS ON ALL TYPES OF TOBACCO MACHINERY

"Fresh Work" Cigar Machines "Mold Rolling" Machines

"SAY, man. That's a mighty good idea you let loose in THE TOBACCO WORLD, and I hope you will keep pushing it along till you put it across," said a cigar dealer.

"Meaning what?" says I.

"Why, the idea of having a slogan for the tobacco trade," says he. "I've noticed," he continued, "that a slogan—a good slogan—if it is repeated often, sticks in a man's craw and sings its little song in the subconscious section of his mind, as the highbrows would say, and it exerts a continual influence, without the man knowing anything about it.

"It will help the tobacco trade more than a little if we can get up a good slogan, and then have thousands of dealers hammering it into the minds of millions of smokers, where it will quietly do its work, like a little bit of yeast in a batch of bread dough.

"The florists have a slogan—'Say It With Flowers'—this is advertised by most of the florists of the country, and they say it has increased the demand for flowers by millions of dollars. They do for a fact. The jewelers have a slogan—'Gifts that Last'—and they say it increases business. At a recent convention of the candy people they adopted a slogan, after inviting the members of the trade to send in suggestions, and they propose to have the whole candy trade push this slogan with might and main.

"I therefore hope THE TOBACCO WORLD will keep stirring up the matter till this trade also adopts a slogan."

You have a splendid chance to philosophize, right in your own business. Here is your subject and it is an intricate one. Full of contradictions.

Problem: The demand for cigars has fallen off, the demand for cigarettes has increased tremendously. In a broad way, business generally in all lines has improved. Looking closely business in many lines is very good, in other lines it is in the doldrums. Looking at offhand photographs of prominent men—and men not prominent—one is surprised to see how many of them have cigars. Many dealers are making money; many are losing; what policy can you pursue to keep your cash register clicking?

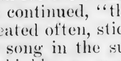
Above is your problem, Friend Dealer. It is difficult, it is complicated, it is vague and indefinite. Calls for a complicated mind and straight thinking to adopt a profitable policy.

I'd like to be able to give you advice—and charge every mother's son of you ten bones therefore. But I can't do it.

Here's a thought, though—probably worth nothing—and therefore free.

Talk up cigarettes, because they are popular. Push low-price cigars and talk much of their low price. Paste in your window newspaper photographs of prominent people smoking, and call attention to that fact. Make a feature of pictures in your show window.

It will all help.



A university business professor tells his class that when they get in business they will find the five most important features to make profits for their stores will be

1. The show window,
2. The printed advertisement,
3. The written letter,
4. The satisfied customer,
5. The sales clerk.

He explained in detail just how to get the maximum amount of business from each of these five, and I regret that the cruel editor won't let me have a couple of pages to give the highlights of his talk.

I wish you would carefully study this and see if the professor is correct as applied to cigar stores. If he is wrong won't you kindly make up a list of the five most important advertising business pushers and send it in to this department? You can write lengthy explanations if you wish, but if you lack the time for that, just write down the list of the five leading business-getters and send it along.

Ye business editor will gladly comment on them.

Every cigar store couldn't do it, but some of them could.

Well?

Why! Get up a selling stunt occasionally.

Here is a merchant in a little town in Ohio. He thought up a mighty good idea.

He ordered a number of mammoth squash seeds from a seed house. Gave three or four seeds to every customer who had children. Told him to hand to the children to plant and to tell the kids that a reward of ten dollars would be paid to the youngster who in the fall would bring the biggest squash.

The idea took. The children got interested. The dealer kept the interest alive by advertising occasionally in the local paper giving points on how to care for squash. Also by placards in his show window. Also by talking to the fathers.

In the fall the youngsters began to report, each bringing in his biggest squash.

The dealer kept the enthusiasm at fever heat by various devices, and on the appointed day handed over the ten dollars to the winner, with a loud flourish of trumpets.

And the affair was so successful that he is repeating it this year.

Is there a pointer here for you?

There is nothing like a man. Man is the riddle and wonder of the universe. The more educated we become the more wonderful does man appear in our eyes.

A few years ago we feared man would become a mere attendant of the machines that did our work. Today, that fear has gone, and we are seeing all nature slowly become the servant of man.

It is astounding!

The greatest thing in your business is yourself—and your clerks. It is a fact that your business depends absolutely on your personality, and that of your helpers.

People like to deal with humans. They don't want to deal with machines, or human automatons.

Here is proof: The conductors of the Fifth Avenue stages have badges, giving their number. The managers said people don't care about the personality of a stage conductor in the great city of New York.

But they were wrong. People do care. Now badges will be worn giving the name of the conductor, instead of his number. They find that patrons and the driver will be "closer together" if they know the driver's name—and that the patrons will be more friendly to the company.

Same in your store. Let people know your name—and your clerk's name. Develop your personality, for personality is the most subtle and the greatest wonder-worker in the world.

MORE EQUIPMENT FOR WERTHEIMER BROS.

Further evidence of returning prosperity in the cigar industry was reported from the International Cigar Machinery Co. last week, who announced that Wertheimer Bros., of Baltimore, had placed an order with them doubling their present equipment of cigar machines. Wertheimer Bros. are enjoying an unusually big business with their popular five-cent "El Werth" brand, and recently they have had to operate their factory night and day to keep abreast of the demand.

The International Cigar Machinery Co. has received several large orders for cigar machines during the past month, the unusual demand being traced to the sudden revival of business in Class "A" cigars, which last month gained more than 24 per cent. Low manufacturing costs made possible by the use of automatic machinery is making it possible for cigar manufacturers to place a high grade Sumatra-wrapped long filler cigar on the market to retail at five cents, and cigar experts anticipate that the return of the good five-cent cigar will bring about a resulting boom in the retail cigar business that will carry 1922 far beyond 1921.

Manufacturers who contemplate going into the Class "A" market are advised to investigate the possibilities of machine manufacture, before placing their brand on the market. At the present time the International Cigar Machinery Co. can give good service on deliveries, but if the present business holds up customers will soon have to wait for their orders.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

ARTABAN
MILD HAVANA CIGARS
MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA.

Their Quality has wiped out price distinction in cigarettes

20 for 15¢

You can't help but like them!

They are DIFFERENT — They are GOOD

This Stamp Will Tell You

the exact source of growth of your tobacco purchased as Porto Rican.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

The Stamp Guarantee Act—a legislative measure—requires that every package of tobacco, whether in the leaf or manufactured, for domestic use in Porto Rico or exported, shall display a different colored stamp designating its origin—

WHITE—if the tobacco is of genuine Porto Rican growth;

PINK—when it is a product of a foreign soil;

BLUE—in case of a mixture of Porto Rican tobacco with that of other countries.

Such classifications will protect you against fraud and adulteration. It is an assurance of the quality purchased for your requirements. Always look for the stamp on your barrels and bales.

For other information, write or call

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

J. F. VAZQUEZ, Agent

126 Maiden Lane - - - New York

Telephone, John 1379

News From Congress

(*Continued from Page 8*)

Charging that the Republicans are seeking merely to enable domestic manufacturers, through the medium of tariff rates, to increase prices and the cost of living, Senator Hitchcock (Dem.), of Nebraska, is attacking the tariff bill as being designed to serve as an embargo against importations into this country of German merchandise.

The Senator denies that there is any possibility of German merchandise flooding this market. The German exports have been falling off, he declared in a recent speech in the Senate, despite the efforts of the German Government to increase them through the means of subsidies of all sorts.

"It is doubtful if Germany can maintain her present export trade," he said. "She must soon abandon her subsidies. She has stimulated production and exports by operating her railroads at a loss of 35 billion paper marks a year, but the German Government can no longer stand the strain. In December freight rates were advanced 50 per cent. and passenger fares 30 per cent., and in February of this year another raise of 33 per cent. in freight and 75 per cent. in passenger rates was made."

While American wages are dropping, German wages are increasing, he asserted, and the German cost of living is going up because of the removal of the Government subsidies. He said that the cry of German competition was a bugaboo invented by the Republicans to bolster up the tariff bill.

The United States Tariff Commission is to ascertain the difference in the cost of production at home and abroad of every article imported from any foreign country into the United States or any of its possessions where duty is imposed on such articles, under a resolution introduced in Congress by Senator Owen, of Oklahoma. The commission is further to calculate the specific duty equal to the difference in the cost of production at home and abroad of such articles, which, with ten per cent. added thereto, shall be published by the commission as the duty fixed upon the articles by Congress. This proposition, according to its author, would substitute an honest, protective tariff, scientifically made, in place of a tariff based on political expediency, log-rolling, vote swapping, cajolery and chicanery.

"Congress," said Senator Owen, "will be able to transact the national business in the future without being torn to pieces in trying to do the impracticable and impossible duty of properly passing on the detailed duties of 4000 commodities which are fluctuating in value from time to time. It would put an end to depressions due to uncertainties with regard to tariff duties and would remove as far as practicable unnecessary obstructions to international commerce. It would enable Europe to pay its debts to America, which can not be done under a prohibitive tariff, as the European debts must be paid in commodities and to exclude the commodities is to exclude the payment of the debts.

C. L. L.

from 1 bag of

GENUINE

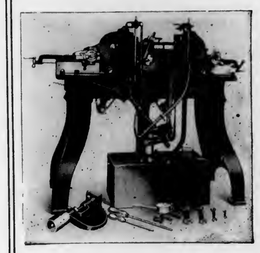
"BULL" DURHAM

TOBACCO

Guaranteed by The American Tobacco Co. INCORPORATED

—which means that if you don't like "BULL" DURHAM Tobacco you can get your money back from the dealer.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba


Cigarette Machine Knives
Automatically Ground on Our
New Model "S-M" Automatic Knife Grinder
Universally adopted by the largest Cigarette Manufacturers
Write for full particulars on this machine and on our latest model.
Cigarette Machines
Auxiliary Machines
Tobacco Stemming Machines
Cigarette Packing Machines
United Cigarette Machine Co., Inc.
LYNCHBURG, VA., U. S. A.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century
Two For 15 Cents
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

St. Louis Notes

St. Louis, Mo., June 25, 1922.

Evidently there is a revival of confidence in the tobacco industry as reports come in of new recruits to the cigar manufacturing business.

Tony Motherway, of Litchfield, Ill., and Julius Rohleder, Irondale, Mo., have recently opened up factories.

J. W. Cunningham, of Moberly, Mo., who is starting to manufacture cigars was a St. Louis visitor this week purchasing supplies.

C. F. Hummelsheim, formerly associated with Hibbeler Leaf Tobacco Company of St. Louis, has started manufacturing cigars at Afton, Mo.

Mr. Biglin, formerly of Evans-Biglin Cigar Company, Hastings, Nebraska, has joined forces with Mr. Bloom, of Hastings, under the firm name of Bloom-Biglin.

Arthur G. Wiedmann of the Wiedmann-St. Louis Cigar Box Company, left for Kansas City after a trip to southern points. Mr. Wiedmann's friends will be pleased to learn that his son has recovered from the mastoid operation performed at Philadelphia.

One of the most attractive poster ads in the city is that of the "Three Friendly Gentlemen" of "111" cigarette fame. This is gotten up in colors and is very showy and interesting.

It is reported that the American Snuff Company (which I am informed is the American Tobacco Company) paid $200,000 revenue in the month of May at their Memphis, Tenn., plant.

It is claimed some "Italian" cigars are made at Memphis, and exported to Italy!

An investigation is being made of a report that a cigar manufacturer paid a freight increase of almost 100 per cent. in May over January, this year, on a duplicate shipment of leaf tobacco, it being stated upon his protest that this was done to reimburse the railroads for their loss of freight from the coal mines.

Two prominent men of the industry met with an embarrassing accident because of a waitress's carelessness. In serving them she inadvertently spilled a glass of water in the lap of one of the men. Thereupon they decided to move to another table, and in doing so the impromptu bather put the chair on the other side of the table, and splash! gentleman No. 2 sat down in the water. Fortunately it was a sunshiny day and they draped themselves on the sidewalk and dried their clothes while they waited.

When Mr. Eugene Henofer, of Atlantic City, N. J., sales manager of The Bay Poplar Lumber Co., was in St. Louis this week, he reported conditions much improved from here to the Atlantic coast.

It is said that on account of labor conditions, two large Chicago cigar factories are moving to Tampa, Fla.

Mr. Henofer says New York is running about 65 per cent. and Pennsylvania 75 to 80 per cent. of normal. Business in the middle section was just moderate.

He reports the American Box Supply Company as extremely busy selling saws and labeling machines to the cigar box manufacturers. They have received orders within the last sixty days for fifty labeling machines. This is the Potdevin labeling machine.

The "Cinco," "Admiration" and "Henry The Fourth" cigars have been on attractive display at the Metropolitan Cigar Company.

A new cigar stand has been opened in the St. Regis Hotel.

NOVICIO.

AWARD MADE TO AMERICAN CIGAR CO.

Washington, D. C.—The American Cigar Company has been awarded reparation for unreasonable freight rates on cigars from Key West, Fla., to Portland, Ore., Salt Lake City, Utah, and Los Angeles and San Francisco, Calif., under a decision just rendered by the Interstate Commerce Commission.

The complainant alleged that the water-and-rail rates charged on less-than-carload shipments of cigars between the points named, during the year 1919, were unjust and unreasonable and that the Peninsular & Occidental Steamship Company has been withdrawn as a participating carrier in that traffic, thereby depriving complainant of the through rail-and-water route. The commission was asked to award reparation and to require the steamship company to become a participating carrier.

The steamship company replied that the traffic is not desirable because the commodity is valuable and subject to damage and pilferage. The company participates in handling cigar traffic under joint rates from Key West via Tampa to points as far west as Denver, and in practically every instance the rates are less than the first class rates between the same points.

The commission found that the rates complained of were unreasonable to the extent that they exceeded the contemporaneous all-rail class rates on like traffic applicable from Key West to the respective destinations and that reparations should be made of the difference between the rate complained of and that which the commission held reasonable.

COL. GALBRAITH'S MEMORY HONORED

Flags at American Legion posts throughout the country were placed at half-mast on June 2, in memory of Col. Fred. W. Galbraith, Jr., who was killed a year previous in an automobile accident. Col. Galbraith was president of the American Legion. The members of the Legion Post, named in his honor, located in Cincinnati, draped their buttons with black on that date. Col. Galbraith was widely known in the cigar and tobacco industry, having been connected with the Western Paper Goods Company of Cincinnati for a great many years.

WILLIAM QUANJER RETIRES

William Quanjer, widely known in the leaf tobacco industry, returned from Amsterdam last week and announced his retirement from the leaf tobacco business. The present business of Wm. Quanjer, Inc, is being liquidated. Arrangements have been made with D. Dreux to continue the Sumatra and Java business at 136 Water Street. Mr. Dreux is well known in the trade, having been New York agent for a Sumatra house, which has its headquarters in Holland.

CHARLES A. BOND BACK IN NEW YORK

After a visit to the Pacific coast in the interest of the Manilla cigar industry, Charles A. Bond, tobacco agent to the Philippine Government, has recently returned to his headquarters in New York City.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YORK

Smoke
C. H. S. CIGARS
The Best
5c and 10c
HAVANA CIGARS
in the World
MADE-IN-TAMPA
BY
VAL. M. ANTUONO

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HERBERT TAREYTON:—42,629. For pipes. June 5, 1922. Falk Tobacco Co., Inc., New York City.

GONZALEZ & MENDEZ:—42,642. For cigars. May 23, 1922. Gonzalez & Mendez, Inc., Fort Myers, Fla.

FESTETICS:—42,643. For all tobacco products. May 25, 1922. David Weisberger, New York City.

GRANDA JAVA:—42,644. For all tobacco products. June 6, 1922. American Litho. Co., New York City.

JAVA GRANDA:—42,645. For all tobacco products. June 6, 1922. American Litho. Co., New York City.

JAVA REINA:—42,646. For all tobacco products. June 6, 1922. American Litho. Co., New York City.

JAVA BELLA:—42,647. For all tobacco products. June 6, 1922. American Litho. Co., New York City.

PERLA DE JAVA:—42,648. For all tobacco products. June 6, 1922. American Litho. Co., New York City.

THE RADIO QUEEN:—42,649. For cigars. June 5, 1922. P. Sanzone, J. Sanzone, J. Dileo, New York City.

THE RADIO BELLE:—42,650. For cigars. June 5, 1922. P. Sanzone, J. Sanzone, J. Dileo, New York City.

RADIO GEM:—42,651. For stogies. June 1, 1922. Shipley-Massingham Co., Pittsburgh, Pa.

CRAVEN:—42,652. For pipes, cigar and cigarette holders and tobacco pouches. June 13, 1922. United Cigar Stores Co. of America, New York City.

TUBULAR:—42,653. For pipes, cigar and cigarette tubes and smokers' articles. June 9, 1922. Adolph Frankau & Co., Inc., New York City.

STREAMLINE:—42,654. For pipes, cigar and cigarette tubes and smokers' articles. June 9, 1922. Adolph Frankau & Co., Inc., New York City.

GUILLOTINE:—42,655. For cigars. May 25, 1922. Edward G. Thornburg, Reading, Pa.

CALUMET HARBOR:—42,656. For all tobacco products. June 6, 1922. L. Kunka, Chicago, Ill.

SILVER BLACK:—42,657. For cigars, cigarettes and tobacco. June 12, 1922. A. W. Buesheusen, Beloit, Wis. Title is claimed to have been in use since February 25, 1916.

LA DERECHA DE CUBA:—42,659. For cigars, cigarettes and tobacco. June 3, 1922. Nola Cigar Co., New York City.

TRANSFERS

FIDELIS:—29,653 (Tobacco Journal). For cigars. Registered December 12, 1904, by Ghio Cigar Co., St. Louis, Mo. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

JOSE RIBERA:—15,390 (Patent Office). For cigars. Registered November 15, 1910, by J. V. O'Connell, St. Louis, Mo. Transferred to G. J. Ghio, St. Louis, Mo., and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

RIO TINTOS:—29,705 (Tobacco Journal). For cigars. Registered December 20, 1904, by Ghio Cigar Co., St. Louis, Mo. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

LA INTEGRO:—18,361 (Tobacco Leaf). For cigars. Registered January 30, 1900, by Henry Topisovsky, Chicago, Ill. By various transfers acquired by G. J. Ghio, St. Louis, Mo., and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

PARK RANGE:—29,090 (Tobacco Leaf). For cigars. Registered February 4, 1905, by the Ghio Cigar Co., St. Louis, Mo. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

ALTO MONTE:—29,088 (Tobacco Leaf). For cigars. Registered February 4, 1905, by the Ghio Cigar Co., St. Louis, Mo. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

CABANALI:—29,652 (Tobacco Journal). For cigars. Registered December 12, 1904, by Ghio Cigar Co., St. Louis, Mo. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

SOUTH HAVEN:—23,050 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered September 4, 1900, by Ghio & Rovira, New York City. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

CUBAN BANK:—22,836 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered July 13, 1900, by Ghio Cigar Co., St. Louis, Mo. By various transfers acquired by G. J. Ghio, and re-transferred to Central Cigar Box Co., St. Louis, Mo., May 22, 1922.

JARDINERA:—1463 (Tobacco Merchants' Association). For cigars. Registered June 8, 1883, by Lichtenstein Bros. & Co., New York City. Transferred by General Cigar Co., successors to Lichtenstein Bros. & Co., to E. P. Cordero & Co., New York City, May 29, 1922.

DONNA CANBA:—21,122 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered May 8, 1901, by Berriman Bros., New York City. Transferred to Alvarez Valdez & Co., Tampa, Fla., May 27, 1922.

MORVICH:—42,539 (Tobacco Merchants' Association). For cigars, cigarettes and tobacco. Registered April 6, 1922, by American Exchange Cigar Co., New York City. Transferred to Benjamin Block, New York City, June 9, 1922.

TRUSTEM:—31,316 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 28, 1905, by D. M. Frank & Co., New York City. Transferred to A. M. Jamison Cigar Co., Spartanburg, S. C., July 20, 1920.

WALSTEN:—42,049 (Tobacco Merchants' Association). For all tobacco products. Registered February 4, 1921, by F. M. Howell & Co., Elmira, N. Y. Transferred to A. S. Pflieger & Son, Philadelphia, Pa., April 7, 1921.

UNIVERSAL ANNOUNCES FINAL PRICE REDUCTIONS

The Universal Tobacco Machine Company announces final price reductions on all their machines and devices. The new prices become effective July 1.

This announcement, coming as it does on top of the one, that the Universal Company is now putting out an improved stripping and booking machine (the gear drive model) will no doubt prove interesting to many cigar manufacturers.

The Universal Company state that the prices of their machines and devices are now down to rock bottom and that they are already feeling the increased pulse of improved conditions in the cigar manufacturing trade. They look for a continuous steady improvement in this industry.

Cigar manufacturers are today, however, facing the keenest competition of their careers. The public is demanding cheaper cigars and this demand does not mean the cheapening of price at the sacrifice of quality—what is desired is quality at a moderate price.

Cost of production can be lowered in many cigar manufacturing plants by the elimination of wastes in *time, labor* and *materials*. Elimination of these wastes will not only bring down the manufacturers' costs, but it will speed up his turnover of capital—an important element for any manufacturer to consider.

The Model M Universal Tobacco Stripping and Booking Machine is one of the outstanding means at the command of the cigar manufacturer. Its use, eliminates stripping wastes in time, labor and material.

The president of the Universal Company states that they are now placing on the market a stripping and booking machine that is a big improvement over their previous machine and a number of cigar manufacturers have indicated that they would eventually have their old machines rebuilt, incorporating the new features.

J. J. OLLENDORF RESIGNS

J. J. Ollendorf, president of the National Board of Tobacco Salesmen's Associations, announces that he has recently resigned as a member of the sales force of the American Cigar Co. Mr. Ollendorf has not stated what his plans are for the future, and in the meantime he has been enjoying a brief vacation.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
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PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Corner of Grellot Street
Exclusive Selling Agents For
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
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SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order. Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
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BELL PHONE, MARKET 3792

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1921 CROP
OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

We invite inspection at our offices, or samples cheerfully forwarded upon application

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

JULY 15, 1922

VOLUME 42 NO. 14

THE TOBACCO WORLD

GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

They Mellow in Their Own Fragrance

CIGARS are always packed in a moist condition, to prevent the cracking of the wrappers. Wood, being porous, absorbs the excess moisture in the cigars. That is why the most experienced cigar manufacturers—the world over—pack their cigars in wooden boxes exclusively.

Retailers catering to a discriminating trade prefer to handle cigars packed in wooden boxes, because the porous feature of wood enables the cigars to season under ideal conditions and mellow in their own fragrance.

Advertisement

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

Their Quality has wiped out price distinction in cigarettes

You can't help but like them!

They are DIFFERENT — *They are* GOOD

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&
VANDEGRIFT
INCORPORATED
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CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Dealers
CAN NOW GET
DILL'S BEST
THROUGH ANY
REGULAR
JOBBER.

J. G. DILL CO.,
RICHMOND, VA.

LA PREFERENCIA. CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

ROBERT EMMET
CIGARS
3 Factories Busy
THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.
BREVAS SIZE
10c
Every One Branded
A Big, Liberal Sized Cigar
BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ
ROBERT EMMET
REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY
MANUFACTURERS
Harper & Seneca Streets Detroit, Mich.

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—Jobber or big Retailer to handle our line of High Grade Havana Cigars or to have us make their own brands. We guarantee quality and a satisfactory price. Our capacity is 50,000 or more a day. Would consider proposition from first-class house only. Address Box 491, Tampa, Fla. (Ybor City Sta.)

NOTICE

"NU BLEND" FOR CIGARS.

Title and design are owned exclusively by Sidney J. Freeman & Sons, 123 Liberty Street, New York City. Any one infringing this label or in any way imitating it, will be prosecuted to the full extent of the law and for injunction and damages.

Information about infringing labels will be highly appreciated.

The Tobacco World

Established 1881

VOLUME 42 JULY 15, 1922 No. 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Made to Endure

For three hundred years the walls and gates of old *Manila* have withstood the ravages of time. :: :: :: :: :: ::

The Spaniard built of honest stone and cement, and *Manila* is a monument to good workmanship and good materials. And he made his cigars in the same way at the beginning of the industry. *Manila* cigars are made the same way now.

The Philippine Government stamp on a box of *Manila* cigars means good tobacco, long filler, hand-made, Spanish method, to produce the kind of a cigar that will help to build a business reputation. :: :: ::

The *Manila* manufacturers and importers are laying the foundation for their brand building the same way the Spaniard built the City of Manila. ::

Built to Endure

LIST OF MANILA BRAND BUILDERS ON APPLICATION TO

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MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

is the way our shipments of woods are coming to us and we are in a much better position to fill your orders for cigar boxes on short notice. We mean quality boxes.

MONROE JARRETT SONS
MANUFACTURERS OF
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WE SPECIALIZE IN SHORT RUNS AND LARGE QUANTITIES OF

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Rex Window Advertising Co., Inc.

71 W. 35th St., New York City

Webster Cigars

STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,

5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Number 14

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1922 Foreign $3.50

EDITORIAL COMMENT

THE suppliers of various products used in the cigar-manufacturing industry report that during the past sixty days there has been a more favorable tone to the cigar trade. Additional branch factories are being opened by some of the larger manufacturers, and this news coupled with the slight gain in cigar production during the month of May would indicate that a substantial business recovery is slowly getting under way.

The brands making noticeable headway are those already established with the trade and the smoker. Most advertised brands seem to be getting their fair share of business. Prestige and goodwill seem to play an important part in the sales of the established brands, and the consumer is apparently beginning to purchase his pre-war favorites.

The improvement in the employment situation continues, but undoubtedly there will be a decline in sales in those territories affected by the coal and railroad strikes.

On the whole, however, the outlook is much brighter than in many months and there is reason to believe that from now on the cigar business will continue steadily on the upward trend.

THE continued gain in the production of Class A cigars is giving manufacturers and jobbers much to think about. Class A now is leading in production, although Class C cigars are not far behind.

Under present conditions manufacturers admit their inability to produce a cigar to retail for five cents that can be sold to the trade at prices prevailing before the war. Five-cent cigars that are selling in quantities are going to the trade at from $36 to $40 per thousand. There are many brands being sold for five cents that go to the trade for less, but very few of them have caught on with the consumer.

We must realize that the war changed, vitally, the living and spending habits of the vast majority of our population. Our expenditures for clothing, home furnishings, food and entertainment are on a higher scale than ever before, and we believe there is reasonable doubt that this generation will ever return to pre-war standards.

During the war and since, a number of brands selling at ten cents and up have reached enormous production figures—figures unheard of before the war. On the other hand Class A and Class B cigars have failed to hold their own

It is true that Class A has passed Class C in the matter of production, and it is perfectly natural to assume that the cheaper article would sell in larger quantities. Nevertheless the smoking public is buying heavily of Class C goods.

For the first five months of this year there have been produced about 920,000,000 Class A cigars, while there have been about 927,000,000 Class C cigars produced. Up to June 1 Class C has had the better of the argument by a slight margin.

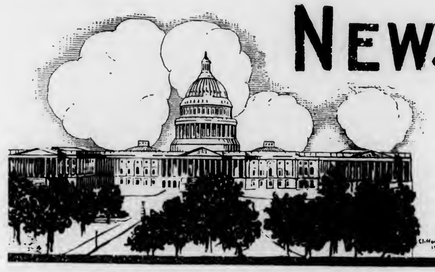
Class B has not done so well. Figures for the first five months show a loss over the first five months of 1921 of about 200,000,000 cigars. Class A shows a gain over the first five months of 1921 of about 195,000,000 cigars.

Since the first of the year, however, the sale of Class B cigars has shown steady improvement, with an increase in production each month.

The question is being asked whether or not many of the present brands being sold at a nickel will not have the effect of increasing the sale of Class B cigars.

The narrow margin on which the manufacturer of Class A cigar is working may be illustrated by the experience of a manufacturer who admits that he cannot increase his production. The demand now exceeds his production by 25 per cent. to 33 per cent. He is unable to get hand labor to increase the output as they can make more money working on Class B and C cigars.

We believe that the two for fifteen cents cigars with established trade will continue to show improvement because the smoker recognizes that the five-cent cigar of today is not the five-cent cigar of 1914. He will therefore go back to two for fifteen cents cigars, even though he smokes less of them.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

A DECIDED increase in employment throughout the country in June is shown by figures just made public by the United States Employment Service, compiled from reports from special agents in 355 principal industrial centers. The survey shows that approximately 179,328 people were returned to work in various industries throughout the country in June, and it is estimated that not more than 20,000 employees were furloughed, many of whom were in seasonal occupations.

"The country is steadily but surely forging its way toward a period of industrial prosperity, in which it is possible that the labor supply will not equal the demand," declares Francis I. Jones, Director General of the Employment Service, in his report. "As contrasted with opinion six months ago, the note of optimism pervades practically every industry in every section of the country. The nation is striving vigorously toward industrial prosperity, employment increasing throughout the country to the extent of 3.2 per cent. in June."

Unless the tariff bill provides some method through which individual schedules can be revised without Congressional action, Senator Edge (Rep.), of New Jersey, will not vote for the measure, he declared July 11, in a speech on the floor of the Senate. If a tariff bill is to be equally fair to producer and consumer alike, some less directly interested agency than Congress must be delegated with greater power, he said:

"I look forward to the day when Congress will not be so jealous of its prerogatives and will adopt a policy which will provide for a non-partisan commission of trade and production experts delegated with real authority to prepare and administer tariff bills," declared Senator Edge. "As international trade expands, as the various countries of the world are brought closer together because of trade necessities and transportation developments, so the possibility of a tariff bill lasting as an effectivee measure, longer than it takes to write it, becomes more and more remote.

"The passage of this hard and fast tariff bill without opportunity for certain elasticity of rates, might prove a national calamity. As much as I realize in many cases the necessity for higher schedules for our farm and factory products, I feel that I would fail in my duty if I finally supported a measure, which, while it unquestionably provides much needed protection, still might result in a further diminution of every class of citizenship.

"A tariff which, while affording better protection still results primarily and practically in a general rise of prices at home without a corresponding encouragement of world's trade, narrows our possibility for development to a trade confined to ourselves, which is not in my judgment a real interpretation of a broad and enlightened protective policy or a lasting solution of our economic ills."

Census figures should show quantity production instead of value, according to a plan which has been submitted to Secretary of Commerce Hoover by the Illinois Manufacturers' Association. The association urges that the quantity of production—pounds, yards, gallons, pairs—be used as a primary unit, rather than the value of the product, with dollars as supplementary statistics only. The number of key machines, those of absolute necessity, also would be given. The association argues, among other points, that the Government thus would have at hand essential information it does not now possess, which would be of great value in the event of a future war.

Traveling men in the tobacco trade will benefit by the terms of a bill which has just been passed by both Houses of Congress, requiring the railroads, under the supervision of the Interstate Commerce Commission, to issue interchangeable mileage or scrip coupon tickets. The measure provides that the denomination of such tickets and the rates of fare shall be fixed by the Commission.

The traveling men of the country have for several years been endeavoring to secure legislation which will give them a mileage book good on any railroad. Efforts to secure lower rates of fare through action of the Interstate Commerce Commission have failed and Congress was asked to enact legislation which would bring about the issuance of mileage books at a rate lower than that charged for single trip tickets.

The bill as originally introduced called for the issuance of mileage books only, but the House included coupon tickets, in order that the Commission might select whichever form of transportation it found best suited to conditions on the railroads. It was pointed out when the bill was under consideration that mileage calls for transportation over a specified distance regardless of the rate of fare charged, while a coupon ticket calls for transportation of a certain value, the distance varying according to the rate of fare charged

(*Continued on Page 22*)

DETROIT

"OPTIMO" SPECIALIST

"Optimo" Specialist Helping Worth Cigar Company—Demand for "Bering" Cigars Brings Hi Hammer to Town—R. W. Ruhle Back From Cleveland Where "Webster" Windows Feature City —"Judge Gainey" Well Advertised

Detroit, Mich., July 12, 1922.

AN influx of workmen to Detroit in recent weeks is believed sufficient to care amply for the requirements in this district for some months, except possibly in a few highly specialized trades. Indications are that the employment peak of the year has been reached. The last four weeks show an increase of 10,845 in the number employed. There still exists a shortage of cigar makers and an influx of expert workmen in this line would be welcomed by the Detroit cigar manufacturers.

The "Around Lake Superior" interstate good roads tour left Detroit Friday, July 7, on its eighth annual road-boosting trip of the Michigan Pikes Association. The tour will be on the road fourteen days and returning to Detroit on July 20, and as in former years, is accompanied by the Ford Motor Band. One feature of the trip is a radio car furnished by the Mitchell Motors Co., of Racine, Wis.

Edgar H. Battin (A. Santaella & Co.) the "Optimo" specialist who has been in our midst for the past eight weeks introducing "Optimo" cigars to the Detroit smokers, has departed for the East and will spend the balance of the summer rusticating in the vicinity of Philadelphia and Atlantic City, where he has a summer cottage. While here Edgar made many friends and acquaintances, both personal and "Optimo" boosters, who will be glad to see him play a return engagement in the fall. The Worth Cigar Company, who are the Detroit distributors of "Optimo" cigars, are more than pleased with the results obtained by Mr. Battin, and his efforts are proven by many repeat orders on "Optimo" cigars.

Lewis B. Solomon, of the Solomon-Hunting Cigar Co., Wichita, Kan., was a recent caller to our city and visited the factories of F. Vega & Co., manufacturers of "Las Vegas" cigars, and Meyer & Mohaske, manufacturers of "King Solomon" and "John Hull" cigars, which brands his firm are the distributors for in Wichita and vicinity.

August Tietig, of Arnold Tietig & Son, "El Cruzador" and "La Siesta" cigars, called on the trade here this week. August was accompanied on his rounds by his star producer, Frank Horning.

R. E. Christy, vice-president of the American Cigar Company, was a recent visitor here, calling on John T. Woodhouse & Co., who are the local distributors of his company's brands.

George Becker (Park & Tilford) blew in the other day from the Windy City and spent the day with us. He signed the TOBACCO WORLD register at Bert Johnson's and departed for parts unknown.

Hi Hammer (Corral, Wodiska & Co.) is here again, his second trip this season, all because the Watkins Cigar Stores Co. is selling so many "Bering," which are proving a winner on this market. Hi usually made this territory about once a year, but now he is listed as one of the regulars, and we expect to see him every thirty days.

Thos A. Fredericks (Jerome H. Sheip, Inc.) cigar box lumber, called on the box manufacturers here this week.

Geo. H. Stone, of the Worth Cigar Co. has returned from a trip to the western part of the State, in the interest of "Las Vegas" cigars.

"The Awakening," Shadukiam Grotto's summer pageant, will be presented commencing July 24, at West Davison Avenue and Dexter Boulevard. All the big and little Shadukiams will be present and a good time is predicted for all who attend.

J. Reynolds Brady, Philadelphia representative of the American Box Supply Co., is paying a visit to the home office in Detroit. As they are off at Devonshire on Saturday last, President J. B. Thatcher and J. Reynolds were absent from the office Saturday afternoon and I am told they were rusticating on foreign soil.

Sam Adler (E. Popper & Co.), New York, N. Y., signed the TOBACCO WORLD register here last week and remained over the week-end to take in Saturday afternoon festivities across the river.

Louis Erdt, of M. Melachrino & Co. (Tobacco Products Corp.), spent a couple of days here last week in the interest of "Melachrino" cigarettes.

"Them was the good old days," whiskey at 37 cents a gallon, butter at 10 cents a pound and shoes 67 cents a pair, are some of the entries in a Linden (Mich.) account book, which bears the date of 1827.

Herbert W. Coe (Stephano Bros.), Philadelphia, Pa., "Rameses" cigarettes, called on the jobbing and retail trade here this week. Mr. Coe was accompanied on his rounds by D. F. McVey, the "Rameses" business-getter for the State of Michigan and adjoining territory.

R. Ward Ruhle, of the Ruhle-Corbin direct advertising service, has returned from Cleveland, Ohio,

(*Continued on Page 10*)

Detroit News

(*Continued from Page 9*)

where he has been engaged in window display work on "Webster" cigars (Webster Cigar Co., Detroit, Mich.), which brand is a rapid seller and has won the hearts of the Cleveland smokers.

"Back in the old days, when there were no laws forbidding anything, how did people manage to have a good time?"

Edward Wodiska, special general representative of Gonzalez & Mendez, Inc., Fort Myers, Fla., spent a few days in the city last week.

E. H. Briody (Kraus & Co., Inc.) has been giving the City of Detroit the once-over during the past week and is making the rounds of his territory in the middle West. E. H. B. says he is having fine business on all of his brands, and that "In-B-Tween" are growing in sale every day and the factory is oversold on this brand.

Herbert Hoover, Secretary of Commerce, is slated as the guest of honor of the Detroit Board of Commerce on July 15.

H. A. Beren (Schinasi Bros.) "Natural" cigarettes, called on retail dealers and clubs here this week on "Natural" business.

H. L. Reeve, of the Harnut, Hewitt Co., Toledo, Ohio, called on retailers here this week and reported a very satisfactory business.

"After all, it isn't difficult to earn a living, the hard part is to get it."

"Robert Emmet" cigars are very prominently advertised, this with many attractive window displays throughout the city, which, all goes to help it to be "The largest selling ten-cent cigar" on the Detroit market.

Warner Searle (Sig. C. Mayer & Co., Inc.), "Rey Oma" cigars called on the retailers and jobbing trade here this week.

Dave Jenks (G. H. P. Cigar Co.), the "El Producto" ace, has returned from a six weeks' trip to St. Louis, where he has been putting on a campaign in "El Producto" style.

Nathan Weiss (American Cigar Co.) is in our midst, looking over his company's factories in Michigan.

V. D. Zeve, of the El Moro Cigar Co., has returned from a trip to New York State, which he has opened up on "El Moro" cigars and has placed his account with Frank Addo & Son, Buffalo; Rubin Bros., Elmira; and Crouse Gro. Co., Syracuse. Mr. Zeve tells me that their factory is working to full capacity and still behind on production. "El Moro" cigars are proving very popular with the smokers in every section where they have been placed.

Bill Thornton, of "Hav-A-Tampa" fame, is master of ceremonies at the Grotto Shadukiam Convention, which was held at Rock Island, Ill., this month. Four days were spent in attending to the usual business and good times on the side and Bill furnished all the smokes for the gang.

"Sol-Smith Russell" cigars, 8 cents, two for 15 cents, are very prominently displayed with many attractive window displays through the city. This brand is very popular with the Detroit smokers. Henry Payette, is the Detroit distributor of "Sol-Smith Russell."

William "Bill" Lakin (Waitt & Bond, Inc.) "Blackstone" cigars, has been in our midst for a few weeks, working with the sales staff of Lee & Cady, Inc., local distributors of "Blackstone" cigars. Bill has a good distribution on his brand here and is also enjoying an increase in sales.

"Judge Gamey" cigars, manufactured by Norman Bros., Detroit, Mich., are enjoying some very prominent advertising this month, in the way of 500 billboards, throughout the city and vicinity.

"Pressing a trigger on one side of a new case ejects a cigarette so it can be withdrawn by the smoker's lips if one hand be otherwise occupied," is one of the latest time-saving devices for the smoker.

The Central Cigar Co.'s chain stores are featuring very attractive window displays this week on "Dutch Master" cigars. This brand is one of their largest sellers and are displayed in cases in several sizes and shapes.

The Watson & Fuller combination are doing some very effective work on "Robert Mantell" cigars, which retail at 8 cents, two for 15. This live organization of hustlers are getting a perfect distribution, as well as many repeat orders. Window displays of unusual style and attractive to the smoker, are well placed through the city.

Don't forget to sign the Tobacco World register when in Detroit, located at Bert Johnson's and The Watkins Cigar Co.; you will also find subscription blanks for the Tobacco World with each register, fill out, sign the dotted line and leave "two bucks" with the salesman on duty and Mike will do the rest.

Yours,

Mike of Detroit

BENOIT WASSERMAN PASSES AWAY

Benoit Wasserman, widely known cigar man and head of the firm of B. Wasserman Co., New York City, died recently as a result of an operation. Mr. Wasserman had been in poor health for some time. Two years ago he broke his hip and since then has been an invalid and his physical condition was so poor that he was unable to withstand the operation.

Mr. Wasserman was seventy-five years old on June 24. He is survived by three sons, Nelson, Charles and Samuel, and four daughters.

Mr. Wasserman was born in Metz in 1847. At the age of twenty he came to the United States and started in the cigar business. He was regarded as one of the leading cigar experts of the country at the time of his death.

"ROBERT EMMET" AMBASSADOR IN TOWN

Tom Monroe, vice-president of the Spietz Cigar Co., spent several days in Philadelphia in conference with Dusel, Goodloe & Co., their local jobbers of "Robert Emmet." "Robert Emmet" is duplicating in splendid fashion, says Mr. Monroe.

President Brogan, of Dusel, Goodloe & Co., and W. Taylor Marshall, Eastern factory representative of the Spietz Cigar Co., were guests of Mr. Monroe on Monday at a planked steak dinner. Mr. Brogan declared the steak to be one of the most delicious he had ever tasted.

"Della Rocco," another product of the Spietz Cigar Co., which retails at two for 15 cents, has been taken on for distribution by Dusel, Goodloe & Co.

STUDY OF BURLEY COSTS COMPLETED

Washington, D. C.

A study of the cost of producing Burley tobacco in Kentucky has just been completed by the Department of Agriculture, and it is found that the average cost of production on 74 farms in the Burley district was 32.6 cents a pound in 1920, as compared with an average of 25.8 cents in 1919. The average cost of producing dark fire-cured tobacco on 50 farms in the dark tobacco area of Kentucky was 14.9 cents a pound in 1920, as compared with 17.2 cents in 1919, and was less than one-half the cost of producing Burley. These figures are disclosed in a cost-of-production study made by the College of Agriculture of the University of Kentucky and the United States Department of Agriculture under a co-operative arrangement. Figures for 1921 are now being tabulated.

The yield per acre on the 74 Burley farms ranged from 378 pounds to 1492 pounds, with an average of 907.86 pounds. The cost per acre ranged from $160.20 to $493.60, with an average of $295.73. The cost per pound ranged from 20 cents to 66 cents. Approximately 80 per cent. of the tobacco was produced at 37 cents a pound or less. The average yield in 1919 was 1492 pounds. The light weight of the 1920 crop is attributed to the unusual weather conditions prevailing during the growing season.

In the Burley district an acre of tobacco required an average of 32.84 days of man labor and 9.38 days of horse labor. Of the total cost, man labor constituted 38.22 per cent., land rent 36.07 per cent., barns and stocks 11.65 per cent., horse labor 6.96 per cent., insurance 3.72 per cent., and machinery .76 per cent. Not including land rent as a cost, man and horse labor constituted 70.66 per cent., and the other items 29.34 per cent.

The yield per acre on the 50 dark fire-cured farms ranged from 275.2 pounds to 1603.4 pounds with an average of 855.4 pounds. The cost per acre ranged from $77.61 to $251.04 with an average cost of $127.12. The cost per pound ranged from nine cents to 37.3. Approximately 60 per cent. of the tobacco was produced at 15 cents a pound or less.

In the dark tobacco area an acre of tobacco required 24.8 days of man labor and 8.4 days of horse labor. Of the total cost, man labor constituted approximately 50 per cent., horse labor 14 per cent., land rent 13½ per cent., barns and stocks seven per cent., insurance 4.9 per cent., and other items about 10½ per cent. Excluding land rent as a cost, man and horse labor totaled approximately 75 per cent., and the other items 25 per cent. of the total cost.

The territory covered represented typical farming conditions in the Central Kentucky Burley district and in the Western Kentucky dark tobacco district. Cost studies will also be made for 1922, and will complete a period of four consecutive years.

M. J. HAMMELBURG RESIGNS

M. J. Hammelburg, vice-president and factory manager of Alles & Fisher, Boston, Mass., has recently resigned from his position with that firm. It is understood that he will become associated with another factory.

CHARLES KAISER DIES

Charles Kaiser, one of the oldest clear Havana manufacturers in New York who retired about two months ago died recently at his home in that city at that age of seventy-six. He is survived by a widow, one son and a daughter.

WOULD BAN GRATUITIES

Legislation making illegal the giving of gratuities by business houses to employees of other concerns as an inducement to them to divert business to the donors of the gratuities has been enacted by the House of Representatives and is now before the Senate.

The bill, which has the approval of the Department of Commerce and the Federal Trade Commission, makes it unlawful for any person, corporation, partnership or other organization to give or offer to give to any employee of another, or to a member of his family or to anyone for his use or benefit, directly or indirectly, any commission, money, property or other valuable thing as an inducement, bribe or reward for doing or omitting to do any act or forbearing to show any favor or disfavor in relation to the affairs or business of his employer, which affairs or business constitute or directly affect interstate or foreign commerce. Fines of not to exceed $3000, imprisonment not to exceed two years, or both, are provided for violations.

The tobacco industry, in common with all trades, in the past has suffered from time to time from the practice of commercial bribery. The enactment of the legislation, because of its widespread practice, was urged by the Department of Commerce when the bill was before the House Committee on the Judiciary.

"It is claimed that the purchasing agents of institutions that require materials of any kind expect to receive some gift or commission with every purchase," the solicitor of the department declared. "Again, that because of previous association it is impossible for competitors to secure consideration for their products in instances where the purchasing agent had some previous arrangement with another seller."

It has also been charged many times that during periods of car shortage switching crews would show favoritism as between shippers, depending upon the size of the tips, bonuses, presents or gratuities of the respective shippers.

Officials of the Federal Trade Commission told the committee that in several conferences with various industries, it has been evident that the majority of business men were opposed to the plan as being unfair competition. It was pointed out by the Commission that as between manufacturers, unless all in a given industry have adopted the premium or commission policy, the products of a manufacturer who believes it unethical or for any other reason is unwilling to adopt the plan are at a very real disadvantage in the hands of a retailer whose salesmen, with his consent, have received a promise of a commission from a competing manufacturer.

HERMAN L. JUDELL VISITS NEW YORK

Herman L. Judell, head of the widely known San Francisco house of H. L. Judell & Co., has recently arrived in New York. He is accompanied by his daughter, Dr. M. I. Judell, who is sailing for Europe to attend the congress of surgeons to be held in Paris. On his way back to the coast Mr. Judell plans to call on the cigar jobbers in the large cities en route.

NEW HOME FOR "LA PALINA" PLANNED

The Congress Cigar Company has recently completed negotiations whereby they acquire property at the southwest corner of Third & Spruce Sts., covering a lot 70x140 feet. Plans have been drawn for the erection of an eight story modern factory on this location and work will soon begin on the building.

PHILADELPHIA.

WITH THE BAYUK ORGANIZATION

Manuel Friedman, of the Joseph Friedman Company, distributors in the Bethlehem district, called at headquarters recently with a flattering report on the sales of Bayuk products in his territory.

Urgent business brought Charles T. Steffen, factory representative in Ohio and Illinois, to the home office this week.

The outing of the Bayuk "Boosters" and office force was held in Atlantic City on June 30, and was pronounced a complete success. The festivities left nothing to be desired.

Smith, Thalheimer & Co., distributors in Little Rock, Ark., for Bayuk products, report a strong demand for the entire line.

Charles H. Brandes, of Cincinnati, states that after seven months of activities that Bayuk products have been received very favorably by the trade, and that all accounts are showing exceptional growth.

MORE ACCOUNTS FOR "DELLA CASA"

A visit to the office of the El Predomino Cigar Company brings forth the information that additional accounts have recently been opened on their "Della Casa" brand. Jerome Foley, of Bethlehem, Pa., and the Gilbert Tobacco Company, of Reading, Pa., are among the concerns to add this fast selling brand.

STRIKE AT POST CIGAR COMPANY

A strike of cigarmakers at the Post Cigar Company was inaugurated last week, the demand being for an advance of two dollars per thousand. No settlement has been made to date.

The Post Cigar Company at 52 North Thirteenth Street, has passed to the management of Louis Grey.

NEWSPAPER CAMPAIGN FOR "MEN-DE-LION"

At the Eiseman Cigar Company, Jerome Levi reports a satisfactory settlement of what might have been a strike in their factory. Two hundred benches are now occupied and they are working full time.

As indicated, the firm is enjoying an increased demand on their "Men-de-Lion" cigar, and they are inaugurating an extensive newspaper campaign in the Southern States and also in New York State.

Mr. Levi states that every indication points very much to improvement in the cigar business during the fall and winter months.

H. J. BEDARB SEES BETTER BUSINESS IN FALL

H. J. Bedarb, of J. F. Portuondo Cigar Mfg. Co., has just returned from a trip through the western part of the State and reports that the outlook for fall and winter business is most cheerful. He says that if the coal and railroad strikes are settled soon his firm will find it necessary to secure an additional factory to meet the demand for their brands. They are now seeking additional hands.

The Gildisch Co., Pittsburgh jobbers of the Portuondo lines, are carrying on an extensive campaign in the newspapers. In addition to the newspaper campaign there are forty large electric signs advertising Portuondo brands, and one hundred and fifty window trims.

Portuondo brands are also showing great activity in Watertown, N. Y.

REPORT INCREASED DEMAND FOR MANILAS

W. H. Bailey Cigar Company, Second and Arch Streets, report a continually increasing demand for their leading Manila brands. The "Puntacima," "Cazadores" and "Ft. McKinley" cigars are being offered at advantage to the consumer at this time.

There is also an increase in the call for their "Alfonzo," "Merry Kiss" and "Havana 5's." Mr. Bailey states that his business is showing a decided improvement all along the line.

SERVICE CIGAR COMPANY BUSY

A new cigar store and factory has been opened at 136 South Ninth Street, under the management of I. Leavy. The brands being featured as "La Vey," retailing at ten cents and fifteen cents, "Service" selling at ten cents and "La Corona de Cuba," a five cent cigar. Mr. Leavy has a very attractive store, and the increasing call for his brands indicates that he is making progress.

William S. Paley, son of Samuel Paley, of the Congress Cigar Company, has received his degree from the University of Pennsylvania, and will now take an active part in the executive work of the office.

Joseph Mendelsohn, of the Stern-Mendelsohn Co., has recently returned to New York after a visit to Porto Rico, where he made an inspection of the firm's purchases of the 1922 crop.

About Town With F. A. T.

The house of P. C. Fulweiler & Bro. Co. is closed for its bi-yearly inventory.

Several large and well-known Philadelphia cigar manufacturers report that they have suffered recently from the theft of their cigars in transit.

Willis Andruss, of the Congress Cigar Co., reports the firm millions oversold with a splendid outlook for fall and winter business.

Elmer K. Jarrett, of Monroe Jarrett Sons, cigar box manufacturers, states that business has shown a decided improvement with him, but that it is becoming difficult to obtain pasters.

Ben R. Lichty, vice-president of Otto Eisenlohr & Bros., Inc., states that the case of the Federal Trade Commission vs. Eisenlohr, has been postponed from July 25 to September 2.

R. A. Halpern is making an extended trip through the coal regions.

Clyde Davis, of the Old Dominion Tobacco Co., was in town last week.

Sidney Freeman, widely known Manila importer of New York, is calling on the local trade.

Antonio Roig & Langsdorf are closed down for a brief period for the purpose of taking inventory.

Morris D. Neumann, of Morris D. Neumann & Co., returned to town on July 11 from an extended western trip.

The G. H. P. Cigar Co. is rushed with orders for "El Producto" cigars and are millions oversold at this time. New accounts have been opened in Reading, Pa., and Elizabeth, N. J.

Harry Hilbronner, of the old firm of Hilbronner & Jacobs, which liquidated several years ago, was buried on July 10.

The Congress Cigar Co. is opening a cigar factory at Allentown, Pa., which will have a seating capacity of more than three hundred hands.

Paul L. Brogan, president of Dusel, Goodloe & Co., spent Tuesday in New York City calling on his various connections.

The increasing demand for "Bold" and "Topic" cigars has made it necessary for Bobrow Bros. to open a branch factory in Dallastown, Pa.

Joe Perez, of Marcelino Perez & Co., stopped off in Philadelphia recently while en route to Tampa and booked an order for the "Count Pontchartrain" brand, which is being distributed in this city by Louis Zifferblatt.

Introducing a New Cigar

BY FRANK FARRINGTON

THE following plan was carried out by a New York State druggist and it would work as well with a cigar store as it did with the dealer who devised the plan and carried it out so successfully.

It is not every cigar, of course, that has a name that lends itself to this use, but there are always cigars available with suitable names. "Miss Tampa" would do, or out of "San Felice" you could get "Felicia," from the "Flor de something or other" take the name "Flora," or call her "A Girl From Havana." Any dealer can devise an appropriate name that will no one of his present brands. The name used in the case to which I refer was "Sally Ward."

First a good mailing list of known cigar smokers was compiled with care, including all the available prospective customers in the store's territory.

Then envelopes were addressed to this list by a girl, in a stylish feminine handwriting, not on typewriter. The envelopes used were of a small size, such as young ladies choose for notes. The outside was given all the class possible in these ways.

Into each envelope was inserted, using paper to match the envelope, a note which read simply and only, "Come and find your Sally." The dealer who used this plan duplicated these notes with a duplicator that imitated the original feminine handwriting. Of course better results would be secured by having the notes actually handwritten, but that would add to the cost.

After this first note was sent out, a second followed it about three days later. This second one read, "I'm waiting for you," and was signed "Sally." The dealer's name did not appear on either and the plan was kept a secret so no one would guess whence came the notes. The second should follow the first closely enough so there would be no chance of forgetting one before the other came along.

Then, about three days after the second note, a third was mailed. This one was the climax and the note itself read, on the first page of the four-page note paper:

> I've sent you two postals and haven't seen you yet. Aren't you a little slow? If you should ever see me, you'd be mighty fond of me in a short time.
>
> I'm waiting for you at Blank's Drug Store. Ask the man there for me.
>
> Yours,
>
> SALLY WARD.

In the case of the dealer mentioned, he added at the bottom of this first page the word "Over" and on the other side he rubber-stamped this, "Sally Ward," the best 10-cent cigar. This final give away might have been omitted. It is perhaps a question whether curiosity in the case of that being omitted would bring in more men than would be brought by the actual fact as a climax to what they would consider a clever advertising plan.

At all events, the general publicity and the comment among smokers resulting from the scheme, had a value aside from any results in the development of business on the cigar.

The two first notes did not create much comment, because a good many men were taking it seriously and

(*Continued on Page 18*)

Two Ways of Handling Cigar Store Patrons

SELLING in any retail store is divided broadly into two classes: the salesmanship which induces purchases of the maximum number or size of articles, and the salesmanship which has always a careful eye on the repeat sales.

Permanent patronage is one of the most desired features in building up the trade of the retail cigar store. While the general atmosphere of the store itself, its tidiness, the excellence of its goods, the attentive bearing of the saleman and the interest he takes in the wants of the customer should take care largely of the repeat sale, there are numerous opportunities for the salesman through suggestion to draw the customer to the store for his next purchase.

Sometimes maximum sales must be sacrificed to gain this end. The average store should be inclined to forego the sale of a large supply of tobacco, for instance, to the purchaser who may be cinched as a permanent customer if a sample size is sold to him with the injunction to return as soon as he has used it or as soon as he has tested the brand in order to acquaint the store with the result, the promise of the salesman in aiding the customer to find the blend which exactly suits his taste being emphasized.

There are some stores which, owing to their location, do not count so much upon establishing a permanent business as upon the maximum sales plan. Many chain stores push larger packages and sell articles by the suggestive system with only the size of the day's receipts in mind. They are able to do this largely on account of the store location, and depend upon the continual stream of crowds to patronize their stand because of its convenience.

Stands close to large railway stations, terminals and similar places are also able to count almost entirely on new customers every day in such numbers that the maximum sales system is more profitable than the careful and less hurried methods necessary in building a permanent trade. "Sufficient unto the day" is a motto which may be applicable to the profitable business of these stores, but it spells ruin or near-failure to the general run of stores.

"Come again" should therefore be the parting admonition to every customer who leaves the store, in effect at least. Every opportunity for mentioning future purchases and visits to the store should be grasped by the salesman when he is dealing with a casual or unknown purchaser. Always meet customers with an engaging smile and a pleasant manner.

Take every advantage to talk with the man who lingers while he lights his cigarette or cigar or passes a sociable remark about the weather, or inspects the articles in the show cases. Find out in what neighborhood he lives and try to remember the brand of cigars or cigarettes or tobacco he uses.

It is a difficult matter to suggest further purchases to the customer who dashes into the store, demands a package of so and so cigarettes, planks down the correct change on the counter and leaves with his purchase. The customer who stops to talk or discuss anything from smokes to politics is the one who opens the door to the salesman for suggesting further purchases. Cigarettes naturally suggest cigarette holders, special brands which the store may desire to push in preference to others; tobacco suggests pipes and pipes suggest tobacco. The opportunity for playing up into the interest of the purchaser is open to the salesman who studies his customers and his business. That it is neglected in many stores is due largely to the fact that dishing out cigars, tobaccos, cigarettes and plugs becomes monotonous and the business of selling becomes merely a matter of producing requested articles and ringing up the correct numbers on the cash register. Suggestive selling opens up all sorts of pleasant and interesting phases in dealing with customers. Besides that, it has a direct connection with bigger sales and consequently bigger profits. —*The Canadian Cigar and Tobacco Trade Journal.*

HELPING REDUCE FIRE HAZARD

The Department of Agriculture is receiving the co-operation of one of the largest tobacco companies in the country in its fight against fire, the warning to "be sure to extinguish match, cigar or cigarette before throwing away," now appearing on all packages turned out by this concern.

Secretary of Agriculture Wallace has written the tobacco company, expressing his gratification over their action. "The fire danger incident to the use of matches and tobacco," writes Secretary Wallace, "is usually given little consideration by the vast army of smokers. Statistics compiled by the National Board of Fire Underwriters show that the annual loss from fires caused by matches and burning tobacco in the United States reached the impressive total of more than $73,000,000 during the five-year period 1915 to 1919, inclusive. To this total must be added a considerable percentage of the unnecessary fire destruction in the forests of our country, where each year fires destroy or damage sufficient timber to build homes for the entire population of a city the size of Washington, New Orleans, Denver, or San Francisco.

"In the vast areas of National Forests under the administration of this department, man-caused fires are a source of constant danger. Campers, hunters, fishermen, and woods workers of all kinds smoke in the forests. A single lighted match or glowing cigarette carelessly thrown aside may cost the Government thousands of dollars for fire fighting, to say nothing of the timber destroyed, the harm done to waterflow, and the desolation of scenic features. During 1921, over 5100 fires occurred on the National Forests. Of these 80 per cent. were man-caused, and 732 have been traced to careless smokers.

"The Government alone can do comparatively little toward ridding our country of this fire menace, which year after year impoverishes the national wealth. Public conscience must be awakened to the end that we may have in the United States one hundred and five million self-appointed fire wardens.

"It is, therefore, particularly gratifying to feel that the example set by your company will materially aid the efforts of this department toward eliminating smokers' fires."

A. T. CO. ANSWERS COMPLAINT

Washington, D. C.

An answer to the complaint of the Federal Trade Commission against the Wholesale Tobacco and Cigar Dealers' Association of Philadelphia has been filed by the American Tobacco Co.

In its answer the American Tobacco Co. denies that it has in any way limited, prevented or suppressed the manufacture or sale of tobacco products in competition with P. Lorillard Co. and others engaged in the manufacture of these products. The company "prays" in its answer that the complaint be dismissed.

The answer is signed by Percival S. Hill, president; Junius Parker, general counsel, and John Walsh, Washington attorney, of the company. The answer of the American Tobacco Co. in full follows:

"The American Tobacco Co., for its answer to the complaint here to the effect that it has been and is using unfair methods in competition in interstate commerce, in violation of the provisions of the Act of Congress approved September 26, 1914, entitled 'An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes,' alleges as follows:

"Answering paragraph 1 of said complaint, this answering respondent:

"1. Admits that it is a corporation organized under the laws of the State of New Jersey, that its principal office is in the City of Jersey City in said State, with factories in several of the United States; that it is now, and has been for many years last past, engaged in the manufacture of cigarettes and other tobacco products and the sale thereof to wholesale and retail dealers throughout the United States; that it causes its products when so sold to be transported from the point of manufacture to purchasers at points in other States of the United States; and that it is now, and has been for many years last past, in competition with the respondent, P. Lorillard Co. and other individuals, partnerships and corporations similarly engaged in the manufacture and or sale of cigarettes and other tobacco products in interstate commerce, but denies that said competition is now, or has been, limited, prevented or suppressed by respondent as alleged in said complaint or otherwise.

"2. Further answering paragraph 1 of said complaint, this respondent alleges that it has no knowledge or information of the other matters therein alleged, and can, therefore, neither admit nor deny the same, and if they be material, demands strict proof thereof.

"3. Further answering said complaint, this answering respondent alleges that, except as to those matters herein specifically admitted, and those matters of which it has no knowledge or information as herein alleged, it denies each and every allegation of said complaint.

"Wherefore it prays that the said complaint be dismissed."

TOBACCO EXPOSITION DISCUSSED

At the invitation of Harry A. Cochrane, of the National Exposition Company, representatives of the tobacco trade papers met with him last week in New York to discuss the advisability of holding a tobacco exposition in New York in 1923. This exposition is to include allied industries. No definite conclusion was reached and in the meantime a survey will be made of the industry to determine the opinion of the trade.

GENERAL CIGAR CO. TO REDEEM STOCK

The General Cigar Co. has set aside $200,000 for the purchase or redemption of at least 1500 shares of the debenture preferred stock. This sum will be applied to ward purchase of the stock at the best price or prices obtainable not exceeding 110 and accrued and unpaid dividends. Tenders are invited from all outstanding debenture preferred stockholders. All tenders must be received at the office of the company on or before August 1 next.

SAN FRANCISCO MANUFACTURERS MERGE

Effective July 1, the Testa Cigar Co. and the Petri Italian-American Cigar Co., consolidated their interests and have incorporated for $1,000,000. It is understood that $800,000 has already been paid in.

These concerns have been important factors in the manufacture of Italian stogies and by the merger will become the largest producers in the country of this type of cigar.

MURRAY BUXBAUM OUT OF RETAIL GAME

Murray Buxbaum, well-known New York retailer, who has been forced to vacate his stand at 18 Broadway, announces that he has retired from the retail game permanently and in the future will devote his attention to the distribution of the "Corina" brand, manufactured by Jose Escalante & Co., Tampa, Fla.

Mr. Buxbaum is now located at 42 Broadway, where he has had a large humidor installed for the purpose of keeping the Escalante brands in the best condition. The "Corina" is a clear Havana product.

PITTSBURGH HAS NEW JOBBING HOUSE

Foster, Grumley, Quinn & Co., have recently entered the cigar candy jobbing business in Pittsburgh, Pa., at 330 Liberty Ave. They have incorporated with an authorized capital of $50,000.

P. F. Quinn, Jr., is president, E. T. Grumley, treasurer, and G. W. Foster, secretary. Their territory will include western Pennsylvania, West Virginia and eastern Ohio.

The Tobacco Salesmen's Association of Jersey City held their annual outing on July 9, at Old Comfort Inn, Piermont, N. Y.

James Skelley, formerly with the American Exchange Cigar Co., has joined the New York sales force of the Congress Cigar Co., and is now boosting "La Palina."

The Pinellas Cigar Co. has recently been organized at St. Petersburg, Fla., with Edward Durant as president, Eli Witt, vice-president, and D. H. Woodberry, secretary. They have incorporated for $25,000.

Clifford Ludvich has recently been appointed receiver for the cigar manufacturing firm of A. Jagodnik & Son, New York City. This firm manufactured the "Marshall Field" cigar.

FOR SALE

LABELS, BANDS AND TITLES FOR SALE—All Bands, Labels and Titles of the bankrupt firm of Sam Harris & Co., Inc., Newark, N. J. Such brands as "Jose Grande," "Romeo Garcia," and others. Quantities and prices upon request. Morris Ellins, 10-12 Freylinghuysen Avenue, Newark, N. J.

St. Louis Notes

St. Louis, Mo., July 10, 1922.

REPORTS from Washington place St. Louis fifth among large cities on the road to recovery of their normal business stride, stating employment has greatly increased, and in some lines there is a dearth of workers.

Industrial psychologists are deploring the effort to create a "fall boom" in business through "suggestion." They state such a boom would be "false activity," as business must rest on the solid and firm foundation of natural growth to avoid a harmful reaction.

Such an intention may be good, but one of our poets with a theological complex has told us about the warm terminal on the road paved with good intentions.

One of the current "57 varieties" of "internal troubles" of national concern, is the politician, who, like his more notorious prototype, is "walking up and down the earth," seeking whose vote he may devour, proclaiming himself the saviour of this "land of the free and brave and the h-o-m-e of L-i-b-e-r-t-a-y!"

St. Louis tobacco industry points with pride and interest to the appointment of Frank J. Roeser, a cigar broker, to the office of Supreme Counsellor of the United Commercial Travelers, the highest office with which they can honor their members, at their late annual convention in Columbus, Ohio. Mr. Roeser is an enthusiastic booster and says the association never overlooks any good bets toward making it the most beneficial to its members.

Mr. Roeser states he understands the epidemic of "wildfire" in the tobacco fields has been overcome by some Government formula. He also says he found conditions very favorable at Fort Smith on his late trip South; that Fort Smith is an A No. 1 town in the tobacco line.

Chas. Schrick, of the Grand Leader, will leave for his annual trip to New York on the 17th, to buy smoker stands, pipes, accessories, etc. He will probably stop off at Chicago, and perhaps go to Syracuse, and will make quite a prolonged trip.

E. H. Rohlfing, the Grand Leader cigar department, has returned from his automobile trip to New York.

This is vacation time and automobile days, and L. C. Lynn, of Louis Freidman's cigar store, has left on a northern automobile trip with friends.

Louis Friedmann says business has struck a very satisfactory gait for him.

The "Don Julian," "Dutch Masters" and "Tungsten" cigars are on attractive display in the Connor's Olive Street cigar store.

A. H. Raffi, a cigar manufacturer of Red Bud, Ill., was an East St. Louis visitor last week, placing his cigars with the trade.

The F. R. Rice Mercantile Cigar Company is putting on a newspaper campaign on their "Hand Made" cigar, packed in a blue and gold lithographed can.

The Charles Schavrien Cigar Company (New York City) representative is calling on St. Louis trade.

August Niehaus, cigar manufacturer, of Nashville, Ill., was a recent St. Louis visitor.

Louis J. Scheffler, 4039 Penrose, has joined the ranks of cigar manufacturers, and has also opened a cigar store, offering a line of high class cigars.

F. B. Elliott, well known as one of J. & D. former managers is now operating the new cigar stand at 421 North Broadway and has all popular brands.

While the tariff is occupying public attention, an item in the *Saturday Evening Post* in an article by Mr. Kohlsaat of Chicago, is of interest and possibly significant portent, wherein he mentions that Mark A. Hanna opposed the Foraker Act for the free importation of Porto Rican cigars because 250,000 cigar rollers threatened to each secure three votes to defeat the Republican Presidential candidate (McKinley) in 1900.

C. Soto, who succeeded his father in the management of the Soto Cigar Company, states business is growing gradually with them and they are having a pleasing demand for their "Flor de Soto" cigars.

Mr. Raymond, president of the Rice Mercantile Cigar Company, is on a trip to Honolulu.

Mr. Herthel, local distributor of the Luis Martinez and Cigar Package Corporation cigars, states business is very satisfactory.

R. J. McMillan, assistant to Mr. Schrieber in the cigar department of Scruggs, Vandervoort & Barney, has just returned from a very enjoyable vacation. Mr. Harry Kraleman, of their Century stand, is leaving today on his vacation.

The "Muriel" and "Peter Hauptmann's Hand Made" cigars are on display in the windows of the Metropolitan Cigar Store.

Consolidation is the new "efficiency" doctrine being preached in business, and there is a gradual elimination, or absorption, taking place in all lines. It really behooves each one to take some stock of how this trend may affect him.

NOVICIO.

N. C. L. T. A. GETS FREIGHT RATE CUT

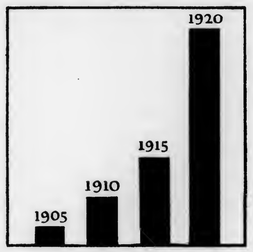
As a result of the efforts of the National Cigar Leaf Tobacco Association through their Washington representative, W. L. Crounse, the Interstate Commission has granted a 10 per cent. reduction on freight rates on tobacco in less than carload lots.

A copy of the resolution adopted by the N. C. L. T. A., at their recent Convention in Atlantic City, relating to this subject was laid before Secretary G. B. McGinty by Mr. Crounse. Mr. McGinty replied as follows:

> "The resolution appeals to the Interstate Commerce Commission to promulgate such specific order as may be necessary to bring about the same reduction in the rates on leaf tobacco in less than carload lots as have already been made in carload shipments. The Commission in its decision in Docket 13,293, reduced rates, 1922, prescribed a 10 per cent. reduction in freight rates. This, it is understood, will continue the temporary emergency reductions on farm products, including tobacco, which expire with June 30, 1922, and will also require reductions in other rates, including tobacco, in less than carload lots. In this connection see page 718 of the Commission's decision wherein it is said that the reductions should include rates on cotton and leaf tobacco, any quantity, where not now included.
>
> "Respectfully,
>
> "G. B. McGINTY,
>
> "Secretary."

CIGARETTE

VOLUME



After standing almost stationary at 3½ billion cigarettes a year for ten years, sales started upward after 1905, reaching 10 billion in 1910, 18 billion in 1915, and 45 billion in 1920

How the tide turned in 1905—and why

A bit of Cigarette History

IT WAS not until 1905, when the first "Turkish Blend" came on the market, that cigarettes attained to really large sales. The above chart is a graphic record of the tremendous increase after the introduction of this new type of cigarette. On one side you have a sales figure of 3½ billion cigarettes a year for ten years. On the other a growing volume that today has reached an annual total of more than 50 billions —an increase of 1327%.

This overwhelming demand for the "Turkish Blend" is readily explained. In a good "Turkish Blend" cigarette, the heavy richness of Turkish tobacco is "toned down" by Domestic, and the result is a combination of aroma and "body" which neither Turkish nor Domestic can give when smoked alone.

Many men liked the "spice" of Turkish tobacco, but found "straight" Turkish too taste tiring —too pungent and heavy—"too much Turkish," in short. And all these men found the right answer in the "Turkish Blend."

The First "Turkish Blend"

Fatima was the pioneer of all the "Turkish Blend" cigarettes. It was Fatima that started a practically stationary market into a rapidly growing one.

Not only that, Fatima was the first cigarette to save smokers money by doing away with expensive fancy pasteboard boxes, and to introduce, instead, the simple inexpensive soft foil or "cup" package that is now so well known.

Cigarette smokers of today—even those who have never smoked Fatima—owe a big debt to this original "Turkish Blend."

Fatima's Difference

Naturally, Fatima's success attracted competition. But to compete successfully with Fatima required a lower selling price—and this quickly proved a stumbling-block. So the only alternative for Fatima's competitors was to reduce the most costly item—the Turkish tobacco. That is why the new lower-priced brands which followed Fatima contain less Turkish and are noticeably different in taste.

Still the Quality Leader

Perhaps the best proof of Fatima's leadership is the fact that carefully checked sales records show that Fatima is the largest selling cigarette at exclusive clubs, in the stock exchanges, and at leading resorts and hotels the country over. This leadership can be accounted for on no other ground than Fatima's better taste.

Today, as years ago, Fatima still contains not only the finest selection of Turkish and Domestic tobaccos, but also more Turkish than any other "Turkish Blend" cigarette. "Just enough Turkish." That in three words is Fatima's secret.

FATIMA

The Original Turkish Blend

© LIGGETT & MYERS TOBACCO CO.

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

Every Bayuk Cigar
is made to four-square
with the critical smoker's
idea of honest value for his money.
BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York: 119 Lafayette St., Phone Franklin 3166

PRINCE HAMLET
FAVANA RIBBON CHARLES THOMSON
PHILADELPHIA HAND MADE
MAPACUBA

Introducing a New Cigar

(*Continued from Page 13*)

did not give it away. There were some cases where wives got hold of the notes and started something. The whole plan works out profitably and when the last notes are well out, then there may be newspaper advertising of the brand of cigars in order to cash in on the direct mail publicity already secured.

Another good plan that produced satisfactory results for a dealer who had stocked playing cards, is as follows: A card was used that would fit a commercial envelope, ordinary business size. This card was imprinted like this:

A Penny for Your Thoughts

We want to buy your attention for one minute. We pay six dollars per day for a 10-hour day. Not very high pay, but the best we can do. You will find the money, one cent herewith. No receipt necessary.

We have stocked a fine line of playing cards of all the standard brands, including the kind you are accustomed to buying.

We sell the cards at prices as low as you find anywhere and we carry grades from 40 cents up.

Everything that goes with playing cards, as needed for different games, including score cards, poker chips, etc.

When you need such, try us.

We thank you.

GREENE & MARSH.

The pennies used were new, fresh from the mint and each one was inserted in a little envelope, such as the stationer knows as a "Drug envelope No. 1." These cost little. The card and the penny enclosure were put into the addressed envelope and mailed out. Cooperating with this mailed advertising was a good window display of the cards and a newspaper ad as well.

A plan like this one is adapted to the introduction of any new line. The scheme of putting in the penny guarantees getting the attention of the recipient and the cost is not important.

Just Jottings

John H. Duys, of H. Duys & Co., is expected to sail for this country on board the S. S. "Majestic" on July 19.

Karl Stafford has been made president of The Tobacco Products Corporation of Canada, Limited. Mr. Stafford succeeds R. M. Ellis.

George Stocking, of Marcelino Perez & Co., left for Chicago last week after a visit to headquarters. He reports an increasing demand on "Tuval."

D. Emil Klein has announced a new size of his "Lawrence Barrett" brand. It will be known as the "Vanderbilt" and will retail at fifteen cents straight.

Carl Wobbe, of Rose & Wobbe, New York leaf dealers, who has been abroad for several months, arrived in this country last week and is again at his desk.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

Box Sales

The standing of a cigar in popular favor is indicated by the number of smokers who buy a box at a time.

Blackstones in boxes of fifty and in pocket packs of ten and five move freely wherever the brand is established.

Long Havana filler, Imported Sumatra wrapper. Forty years of high repute and consistent advertising have gained it recognition as a gentleman's cigar.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY
IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS
220 ELEVENTH AVE., ∴ NEW YORK CITY

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
MEDIO CENTAVO
HALF OF ONE CENT

YOU KNOW NOW

exactly what your Porto Rican purchases are—the right source of growth of the tobacco.

The Government of Porto Rico Tobacco Guarantee Act protects you against any fraud or adulteration, by requiring that a Stamp designating the origin of the tobacco—either in the leaf or manufactured—be affixed to each container.

Look for this Stamp in all your purchases!—it is a real guarantee for the classification of the tobaccos. See if the color of the Stamp conforms to the class purchased:

WHITE—if of genuine P. R. growth.
PINK—of foreign source.
BLUE—when mixed P. R. with foreign.

For information write or call:

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
J. F. VAZQUEZ, Agent.
126 MAIDEN LANE - NEW YORK
TELEPHONE, JOHN 1379

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
MEDIO CENTAVO
HALF OF ONE CENT

Tampa Letter

Tampa, Fla., July 10, 1922.

THE pleasant chirp, chirp, chirp of the cigar-makers' knives falling on the boards is the rythmic sound that reaches the ear on approaching any of the big cigar factories of Tampa during working hours, indicating that prosperity is coming back to our great local industry, and that, in what used to be the dull season of the year. On Saturdays, the workers in the cigar factories crowd the streets and stores with smiling faces putting in circulation the contents of the envelopes fresh from the pay windows, and everything breathes content and satisfaction; the troubles of the past are forgotten, and the people realize that peace and honest toil are the greatest sources of real happiness.

To aid the encouraging outlook, comes the good news of the recent decision of the Senate, in discussing the tariff bill, accepting the rate set by the House on wrapper duty, and insisting in maintaining the present rates on filler and scrap tobacco. These measures, together with the concession of 35 per centum mixture of wrapper in filler bales, tend to relieve the overburdened manufacturer in the cost of production and to stabilize prices on an equitable basis.

Great as has been the work of the Tobacco Merchants' Association in this fight; it does not detract from the merit of the efforts of the Tampa Cigar Manufacturers' Association, in issuing and presenting by a special committee to the Senate Finance Committee, of a brief that was one of the most illuminating documents brought out in this controversy, and which no doubt has carried great weight in the decision of the committee and the Senate; and on this account due credit must be given to the Cigar Manufacturers' Association of Tampa.

The news of the death of the veteran cigar jobber, B. Wasserman, was received with genuine regret by many of the cigar manufacturers of Tampa whose lines he has distributed, and who learned to appreciate his sterling qualities as man and cigar dealer. It is a distinct loss to those cigar manufacturers who always had found in him encouragement to persist in making quality cigars, which was his pet advice and his hobby.

Among the manufacturers who went to New York to attend the funeral of the late B. Wasserman, is Ambrose Torre, of Sanchez & Haya. Mr. Torre returned home via Chicago, and is enthusiastic over the prospects he found for a lively trade in the Middle West territory. So much so, that he engaged the services of two crack salesmen, E. L. Taylor and Dave Michaels, to take care of all the Middle West States, in which the Sanchez & Haya cigars are in great demand owing to their unexcelled quality and workmanship. Mr. Torre does not believe in price competition; he belongs to the old school of Havana manufacturers who pinned their faith to quality, and built up the world-wide reputation of the Havana cigar.

At the house of Cuesta-Rey & Co. it was learned that both brothers, Karl and A. L. Cuesta, Jr., are on the road canvassing the Pacific Coast, South and Middle West respectively, and giving good account of themselves sending substantial orders to their main office, where great activity prevails.

San Martin & Leon Co. have been obliged to resume work with a large force after their semi-annual inventory to keep pace with the demand for their product.

W. M. Webb, of J. M. Martinez Co., was found in the best spirit as the result of their success in the Pacific Coast, where they are well entrenched with their trade.

At A. Santaella & Co., of "Optimo" fame, things are humimng in the most optimistic way. Mr. Santaella, after a brief visit to the factory, returned last Wednesday to New York, where his presence is more imperative than at the factory, where Mariano Alvarez has everything well in hand with his characteristic activity.

Jose Arango, resident partner and manager of Jose Arango & Co., feels constrained to take his lunch at a nearby restaurant, in order to save every minute of his time to catch up with his work, as their business is growing steadily.

News received at the Corral, Wodiska factory, from Spain are to the effect that Senor Manuel Corral is having a great time in the beautiful land of his birth gaining in health and flesh. Manager Phillips, when asked as to the date of his return, remarked smilingly that there was no hurry for the business of the house is going along in the increase just as if Mr. Corral was present.

At Teijeiro & Garcia everything is busy and Mr. Garcia did not have much time to waste in idle talking; he said, however, that everything was satisfactory with them, except the perspiration, for this is the busiest summer they ever had.

A. Amo & Co. are adding another upper floor to their factory, under present necessity and future demand for more working space. This is one of the noiseless concerns putting up a healthy growth without much ado.

A set of rules and regulations have been prepared by the Cigar Manufacturers' Association to be applied to teaching apprentices to work cigars in the right way, and this may revive the idea of establishing an industrial school for that purpose. For the present, the rules will be put in operation in the factories of the Association, which is striving to bring up the workmanship in Tampa cigars to the high level of its reputation, and in keeping with the purposes that lead the Association to the adoption of its identification stamp.

VERITAS.

TRI-STATE TOBACCO FAIR IN OCTOBER

Announcement has just been received of a Tri-State Tobacco Fair and Fall Festival to be held at Second and Scott Streets, Covington, Ky., October 21 to 28. The Fair will be held under the auspices of the Kenton Loose Leaf Tobacco Warehouse. A number of cash prizes are to be distributed for the best samples of tobacco grown in Kentucky, Ohio, and Indiana.

HOWARD F. PENT RETURNS TO U. S.

Howard F. Pent, well-known cigar manufacturer and more recently a resident of Porto Rico, has returned to this country. Mr. Pent was in charge of the Porto Rican business of Hamburger Bros. His resignation was caused by his inability to stand the climate. Mr. Pent is in Philadelphia this week.

Morris Burke, of Los Angeles, California, has been visiting in New York City recently.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

BERING REGRESO
CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

CIGARETTE MACHINES **AUXILIARY MACHINES** **TOBACCO STEMMING MACHINES**

CIGARETTE PACKING MACHINES

Nearly a half century ago the original Cigarette Making Machine was offered by our Company to the manufacturers, thereby revolutionizing the Cigarette Industry.

Since then we have grown and developed, by serving the interests of our customers.

Today more than 5,000 of our machines are in daily use throughout the world.

Catalogues and quotations upon request

UNITED CIGARETTE MACHINE COMPANY

INCORPORATED

LYNCHBURG, VA., U. S. A.

Canadian Representative:
GEORGE E. GOLDSTEIN
310 Nicholas Bldg., Montreal

Cuban Representatives:
LARRAZABAL Y CIA
Calle De Concordia No. 5, Habana

MATHYS, ZADES & CO.

Exporters of Oriental Leaf Tobaccos

from

MACEDONIA—SMYRNA—GREECE AND THE BLACK SEA

Tobaccos from these districts always in stock at our Antwerp warehouse

Please write for Price List and Samples and compare our prices with the competition.

Head Office ANTWERP Belgium

CIGAR MACHINERY

Wolverine Bunch Breakers

Wolverine Cigar Packers

For Boxes of 50 and 100, Bundles and Round and Square Tins

WRITE FOR DESCRIPTIVE CIRCULARS

Pulte-Korreck Machine Co.

GRAND RAPIDS, MICHIGAN

News From Congress

(*Continued from Page 8*)

by the railroad. The Commission will determine which form of ticket will be adopted and the rate at which such ticket shall be sold after due consideration of the conditions on the various railroads.

The bill also provides that such mileage or coupon tickets shall be valid for intrastate as well as interstate transportation. It is declared by certain Senators that the measure as finally passed contains provisions which are unconstitutional, in which event it is probable that the railroads will bring it before the courts immediately upon the issuance of the Interstate Commerce Commission of orders requiring the adoption of mileage or coupon tickets.

Uniform cost accounting systems, recommended by the United States Chamber of Commerce, are being used successfully by some 120 industries, according to a survey just completed by the chamber's Fabricated Production Department.

The use of a uniform system, it is declared, strengthens the position of an industry in dealing with governmental or regulatory bodies; inspires confidence that selling prices are determined upon a fair and equitable basis; makes possible a more intelligent competition; reveals lines within the industry which have been marketed on an unprofitable basis, and shows the danger line below which goods cannot be sold at a profit.

The chamber has worked out a program for the use of various industries in adopting uniform methods, and is urging that industries which have not yet considered the subject study the matter at the earliest opportunity.

JAMES H. DEERING RETIRES

James H. Deering, head of the cigar department of Cobb, Bates & Yerxa, Boston, Mass., retired on July 1, after thirty-two years of active service. He has been in the cigar trade more than fifty years, and recently passed his seventieth birthday. On June 24 a complimentary dinner was tendered him at the University Club in Boston. A silver loving cup was presented to him by intimate friends. Manuel L. Perez, of Marcelino Perez & Co., made the presentation speech.

CIGAR FACTORY OPENS IN WORCESTER

The William H. Bacheller Co. has recently opened a cigar-manufacturing plant at 87 Merchants Street, Worcester, Mass., where the "Sagamore" cigar is being produced in a number of shapes and sizes. Mr. Bacheller is a cigar manufacturer of long experience.

JUAN FONSECA DEAD

Juan Fonseca, for many years associated with his brother Francisco in the cigar-manufacturing firm of F. E. Fonseca & Co., New York, died recently at the home of his brother in that city. He was fifty years old.

CIGARETTES
Cabanas
Cairo
Cairo 27A
Egyptienne Straights
El Principe de Gales
Hassan
La Marquise
Lenox
Lord Salisbury
Lucky Strike
Mecca
Omar
"111" (One-Eleven)
Pall Mall
Sovereign
Sweet Caporal
Tokio
Tolstoi

LITTLE CIGARS
Derby
Piccadilly
Sovereign
Sweet Caporal

CIGARETTE PAPER
Ria La Croix
La Croix Wheat Straw
Persian
Fragrant Vanity Fair

PLUG CUT TOBACCO
Cut-a-Way
Dixie Queen
Fashion
Mayo's Cut Plug
Myrtle Navy
Nigger Head
Old Time
Patterson's Seal
Pedro
Red Indian
Seal of North Carolina
U. S. Marine
Winner

GRANULATED PLUG CUT TOBACCO
Lucky Strike Roll Cut
Tuxedo

GRANULATED SMOKING TOBACCO
Bob White
Brown Dick
"Bull" Durham
Drum
Eureka
Greenback
Man's Pride
Maryland Club
Old Tennessee
Royal Brazil
Owen's Select
Queen Quality
Victory

LONG CUT SMOKING TOBACCO
Badger
Banner
Blue Ribbon
Bobolink
Budapest (Magyar)
Cutty Pipe
Duke's Cameo
Excelsior
Feigner's Havana Clippings
Feigner's No. 1, Cut and Dry
Feigner's No. 3, Cut and Dry
Five Bros. Pipe Smoking
Giant
Gold Leaf
Good Cheer
Gorman
Honest
Honest Weight
Ivanhoe
J. X. L.
King Bird
Liberty
Little Joker
Miners' Choice
Miners' Extra
Miners and Puddlers
Navy (G. & A.)
Nigger Hair
Old Tom
Peerless
Rob Roy
Soldier Boy
Standard (Adams)
Standard No. 1
Veteran
Weyman's No. 1, Cut and Dry

SLICED PLUG TOBACCO
Driver
Fore'n' Aft
Lucky Strike
Old English Curve Cut
Our Flag

FINE CUT CHEWING TOBACCO
Double Five
Ivanhoe Chewing
McAlpin's Shorts
Navy
Solace
Virgin Leaf

SCRAP TOBACCO
Sweet Maple

FINE PIPE SMOKING MIXTURES
Blue Boar
Capstan Navy Cut (Wills')
Carlton Club
E. C. C.'s Mixture
Garrick
Imperial Cube Cut
Latakia (Wills')
Lone Jack
Louisiana Perique
Three States
Yale Mixture

PLUG SMOKING TOBACCO
Eglantine Bright (Mayo's)
Fraser's Mixed Plug
Good Luck Smoke
Ivy Dark (Mayo's)
Lucky Strike
Master Workman
Mayo's Genuine U.S.N.
No Tag
Ole Varginy
Peace and Good Will
Pride of Virginia
Sailor Jack
Sickle
Westover
Whist Smoke

TWIST TOBACCO
Cotton Boll
Meriwether's Pig Tail
Signal
Wild Cat
Yellow Tag

PLUG CHEWING TOBACCO
American Navy
Banker
Battle Ax
Big Four
Black Bear
Black Eagle
Boot Jack
Buster
Butler and Bosher's Best Navy
Button
Champ Carter
Corker
E. Rice Greenville
Five Brothers
Georgia Cracker
Gold Rope
Grape
Hold Fast
Jack Spratt
Jolly Tar
Lucy Hinton
Manola
Nashville Greenville
New Hope
Newsboy
Nobby Spun Roll
Nosegay
Old Honesty
Old Kentucky
Old Peach
Penn's Natural Leaf, Thick
Penn's Natural Leaf, Thin
Penn's No. 1
Penn's Sun Cured
People's Choice
Piper Heidsieck
Red J
Sailor's Pride
Saw Log
Spear Head
Square Deal
Square and Honest
Standard Navy
Tennessee Cross Tie
The Old Statesman
Town Talk
Vinco
Weissinger's Special

180
of the most
FAMOUS
BRANDS
in the world
Guaranteed by

© The American Tobacco Co.
INCORPORATED

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

SEND it in!

Your idea of a slogan for the tobacco trade.

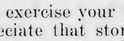
It will exercise your thinkery. And also cause you to appreciate that story about the public speaker, which doubtless you have heard. He was asked to make an address at a future meeting, and he wanted to know whether he was expected to speak one minute, fifteen minutes, half an hour, or an hour. He explained that if he was to talk an hour he didn't want any notice, if half an hour he wanted one day's notice, if a quarter hour he wanted a week, and if one minute he wanted a month to prepare. In other words, the shorter his talk the more difficult its preparation.

Building a slogan is like driving a pig in a pen. It looks easy, but Oh Boy!

You are cordially invited to build a slogan, and send it in—you, everybody. This department will print it with suitable comments; and invite others to send in slogans. The interest will grow. Others will send in their slogans. Then the bigs uns will slowly sit up and observe, and they will take a hand at the good work.

Then the associations will solemnly resolve to adopt a slogan, and will offer a hundred bones for the best one tendered. Perhaps you will get that hundred bones.

Then they will adopt one, and advertise it, and great will be the growth of business, and everybody in the trade will become wealthy and live happy ever after. Send in your slogan today.



This department has beaten a tattoo on the brains of its readers regarding the value of Ideas. Ideas, it has said, are coiled lightning, discarnate dynamite, invisible force, superlative wonder workers, and a few more such things.

Get 'em, it says, though you read a thousand pages, question a million people, or think your brain into tatters.

Because an idea—a little, insignificant, tiny idea—has been known to take hold of a dejected, discouraged, demoralized, run-down business, and fill it so full of pep, ginger, interest and energy, that it climbed the business hill on the high and made money by the carload.

And here is one of the biggest, liveliest and most prosperous department stores in Boston offering a reward of fifteen thousand bones to any employe in the establishment who will bring in the best idea for pushing business.

The world is entering on a new phase, Friend Dealer. Business is dozing, but it is all coiled up waiting for a jump. Old ideas are on the toboggan. New ideas will ring the bell and capture the prize.

Think 'em up. Offer a hundred dollars to your clerks to help you. Read the business columns for them. Ask traveling salesmen. Put your head in your hands and think till your brains would boil water.

It's hard, but it is the proper way.

How about your vacation? Are you planning to take one? If not, do.

Don't take a day off occasionally. That isn't the way. Take a straight week—two weeks, if possible.

Go to new scenes. Loaf. Note the vast number of other people who are loafing.

Don't say "this is the life"; for it 'aint. Most of these loafers you see are tremendous toilers. They are gaining strength, gaining vision, gaining a grim determination to fight with might and main in this world of growing complexity and strenuous toil.

As you loaf think on life and its problems. Life is a grim struggle—if we would climb—and nature sternly bids us climb.

Nature imperiously commands you to keep the best cigar store in your town, for by so doing you will put fibre of oak in your character, and thus be more useful in this world.

That's why you should take a vacation. Not for fun, though the more fun you have, the more good it will do you.

One of those old Greek high brows—Demosthenes, or Diacletian, or Pythagorus, or some such—got off a proverb to the effect that a misfortune sets back an incompetent man, but a wise man makes a stepping stone of it to climb over his troubles.

There is something in that proverb, and I'm hoping you will stick it in your noddle and make it work for you the next time some case of hard luck gives you a side-swipe and upsets your calculations.

Thus a dealer in Johnstown, Pennsylvania, seems to have read the proverb and took it to heart. One night the burglars burgled his store. They dynamited the safe, blew the door clean off, swiped two hundred dollars of coin which had been placed therein, and then they blew out of town.

The dealer took the safe door, placed it in his show window, pasted on the glass a newspaper account of the burglary, placed some popular goods in the show window and on the counter, placed a placard in the window inviting folks to come in and look at the safe, placed himself in the proper position to explain the occurrence, placed a clerk conveniently to make sales.

And he sold enough goods to make up the two hundred stolen bones, and pay for repairing the safe, b'gee!

Those old Greeks knew a thing or two, even though they had nothing to kill each other with than stab knives.

They must smoke, migosh! They must smoke! I called on a man this morning who was worth a quarter million dollars three short years ago. An echo of the war hit him recently and knocked his quarter million plumb away.

I found him in a little office, making a poor living, selling goods on commission.

He used to smoke fine cigars. I know it, 'cause I helped him smoke 'em.

Now he smokes cigarettes. Lights one from the end of a predecessor. An unbroken chain of smokes.

Yes, sir! They can't stop. If they can't afford fine cigars they take cheap ones. If cigars are too expensive they drop to cigarettes. If not cigarettes, it's "Where's my Jimmie pipe?"

Everybody's doing it!

Why then is business dull with some dealers? Dern if I know. But I do know this condition spells *Opportunity* for some dealers who say to themselves: "The dashed trade is here, all right, even if it's asleep, and I'm going to wake it up, by gad, even if I warp my brain thinking up the proper plan."

They don't have any clerks in the ticket offices of the Admiral Line of Steamships on the Pacific Coast. Cleaned 'em all out, lock, stock and barrel.

No, they didn't fire 'em.

Just promoted them. Promoted them to be salesmen.

A ticket clerk, they reasoned, is one who hands out tickets in exchange for money. A ticket salesman, on the other hand, is one who, when a man asks questions and turns to leave without buying a ticket, jumps through the window, grabs the man, backs him against the wall and pours forth a thousand reasons why he should go by the Admiral Line, instead of some other route—and never lets go his grip, or lets up his tongue, till the ticket is sold.

There is all the difference in the world between a ticket clerk and a ticket salesman—as great a difference as between lamp black and gunpowder. Both are black; but, Oh My!

Get rid of your clerk, Friend Dealer. Get rid of him today. Now! Make him a *salesman*.

Give him a little increase of salary, a commission on his sales, and tell him to make good or make tracks.

ANTHONY PATRICK MARSHALL ARRIVES

The happy smile which embroiders the countenance of W. Taylor Marshall, selling representative of the Spietz Cigar Co., is due to the recent visit of the stork to his home. Anthony Patrick Marshall arrived and at last accounts mother and son are doing splendidly. This is the fourth child to brighten the Marshall's family circle.

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
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CLEAR HAVANA CIGARS
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BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FUENTE:—42,661. For cigars. June 3, 1922. A. Fuente & Co., West Tampa, Fla.

OAK DALE TRAIL:—42,663. For all tobacco products. June 13, 1922. O. M. Knudsen, Milbank, S. D.

MARIANO MORALES:—42,664. For cigars, cigarettes and tobacco. June 8, 1922. Mariano Morales, Tampa, Fla.

RED FEATHER BRAND:—42,067. For leaf tobacco only. June 14, 1922. Globe Leaf Tobacco Co., New York City.

McQUOID'S SPECIAL:—42,669. For cigars, cigarettes, cheroots and tobacco. June 14, 1922. M. Lesser, Middletown, N. Y.

J. D. F.:—42,670. For cigars, cigarettes, smoking and chewing tobacco. April 25, 1922. J. D. Fuller Cigar Co., Mountville, Ga.

WOLFE'S MIXTURE:—42,674. For cigars, cigarettes and tobacco. June 15, 1922. Majestic Tobacco Co., Inc., New York City.

CAPASO:—42,676. For cigars. June 7, 1922. A. S. Pflieger & Son, Philadelphia, Pa.

ANTINEA:—42,678. For all tobacco products. June 20, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

JAVA EXPORT:—42,679. For cigars. June 21, 1922. Henry Thomas, Chicago, Ill. Trade-mark claimed to have been in use a good many years.

A. G. 2-60-1:—42,680. For all tobacco products. June 17, 1922. Green Mount Cigar Co., Brooklyn, N. Y.

VAN WAY:—42,681. For cigars. June 7, 1922. Robt. Landman, Milwaukee, Wis.

COSMOCRAT:—42,682. For all tobacco products. June 5, 1922. Cosmocrat Advertising Co., Chicago, Ill.

LA COMULADA:—42,684. For cigars. June 13, 1922. Scime Bros., New York City.

MARCA EUSKALDUNA:—42,685. For cigars. June 26, 1922. J. C. Castro, San Francisco, Cal.

DISC:—42,686. For tobacco in all forms. June 19, 1922. Falk Tobacco Co., Inc., New York City.

HAMPDEN COUNTY MEMORIAL BRIDGE:—42,689. For cigars. June 8, 1922. The Herman J. Keller Co., Worcester, Mass.

PAUL BARRON SPECIAL:—42,690. For cigars. May 24, 1922. I. & Y. Cigar Co., New York City.

JOHN H. PATTERSON:—42,692. For cigars, cigarettes and tobacco. May 13, 1922. Joseph J. Schaefer, Dayton, Ohio.

LA DARISSA:—42,693. For all tobacco products. May 20, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

WHEATSTONE:—42,694. For cigars. May 25, 1922. Schwarzkopf & Ruckert, New York City.

EDWIN HOWARD ARMSTRONG:—42,695. For all tobacco products. June 20, 1922. American Litho. Co., New York City.

EL COFABO:—42,699. For all tobacco products. June 27, 1922. American Litho. Co., New York City.

SILAS MARNER:—42,702. For all tobacco products. July 5, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

EPCO HAVANA FIVES:—42,703. For cigars. May 18, 1922. East Prospect Cigar Co., East Prospect, Pa.

SILVER SEAL:—42,704. For cigars. June 13, 1922. Michigan Cigar Box Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus is claimed to have been acquired by the registrant through mesne transfers from Detroit Cigar Mfg. Co., Detroit, Mich.

NATIONAL SURETY—THE WORLD'S BEST:—42,705. For cigars. July 8, 1922. Consolidated Cigar Corp., New York City.

TRANSFERS

OAK DALE:—13,164 (Tobacco Leaf). For cigars. Registered March 4, 1897, by J. K. Pfaltzgraff & Co., York, Pa. Transferred to O. M. Knudsen, Milbank, S. D., July 6, 1921.

SIR DELMO:—34,038 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 16, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Albert Worch, St. Paul, Minn., June 12, 1922.

PINEHURST:—30,720 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered September 22, 1905, by Louis E. Neuman & Co., New York City. Transferred to Lang Cigar Co., Greensboro, N. C., and re-transferred by Fulton Cigar Co., owners and operators of Lang Cigar Co., to Fulton-Pugh Cigar Co., Inc., Durham, N. C., on April 21, 1922.

AMPLIFIER:—42,441 (Tobacco Merchants' Association). For all tobacco products. Registered January 30, 1922, by American Litho. Co., New York City. Transferred to Newark Union Co-operative Cigar Co., Newark, N. J., May 16, 1922.

BONUS:—21,337 (Trade-Mark Record). For cigars. Registered August 25, 1899, by Petre, Schmidt & Bergmann, New York City. Transferred to George Hunkele, Newark, N. J., June 8, 1922.

GOVERNOR'S BEST:—16,164 (Trade-Mark Record). For cigars. Registered January 25, 1896, by Geo. Schlegel, New York City. By various transfers acquired by Galena Cigar Box Factory, and re-transferred to Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., in 1917.

DELMARVIA:—13,554 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered July 22, 1891, by Hunt Jefferis & Co., Reading, Pa. Transferred to E. E. Kahler, Reading, Pa., November 29, 1899, and re-transferred to Samuel A. Watkins & Sons, Salisbury, Md.

SANTA CLARA EXTRAS:—27,585 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered December 5, 1902, by O. L. Schwencke, New York City. Transferred by Moehle Litho. Co., successors to O. L. Schwencke, to B. C. Sullivan Co., Inc., Brooklyn, N. Y.

GEROSO:—15,528 (Tobacco World). For cigars. Registered March 13, 1908, by S. Oscar Gerhart, Philadelphia, Pa. Transferred to Ambrose Pflieger, Philadelphia, Pa., October 14, 1920, and re-transferred to A. S. Pflieger & Son, Philadelphia, Pa.

VAN DAM:—26,239 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered October 21, 1903, by American Litho. Co., New York City. By various transfers acquired by Monroe Cigar Co., Grand Rapids, Mich., and re-transferred to Tunis Johnson Cigar Co., Grand Rapids, Mich., March 20, 1922.

BETTY GARCIA:—41,400 (Tobacco Merchants' Association). For all tobacco products. Registered October 14, 1919, by Moehle Litho. Co., Brooklyn, N. Y. Transferred to Jacob Nemser, Brooklyn, N. Y., October 29, 1919, and re-transferred to Philip Hecht, Brooklyn, N. Y.

JAZZ:—40,362 (Tobacco Merchants' Association). For cigars. Registered August 15, 1917, by League Cigar Co., Minneapolis, Minn. Transferred to Wolf Bros. & Co., Red Lion, Pa., June 22, 1922.

NOTTINGHAM:—16,947 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered January 12, 1909, by Schmidt & Co., New York City. Transferred by Pasbach-Voice Litho. Co., successors to Schmidt & Co., to D. Emil Klein Co., Inc., New York City, June 20, 1922.

GOVERNOR'S BEST:—16,164 (Trade-Mark Record). For cigars. Registered January 25, 1896, by Geo. Schlegel, New York City. By various transfers acquired by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., and re-transferred to Meneguin Bros., Galena, Ill., June 26, 1921.

COUNTY CHAIRMAN:—28,611 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered June 15, 1903, by Geo. Schlegel, New York City. By various transfers acquired by H. M. Zeldenrust Co., Bethlehem, Pa., and re-transferred to Victor Levor, Attica, Ind., June 20, 1922.

FEDERAL:—13,445 (Tobacco Journal), and **31,870** (Tobacco Leaf). For cigars. Registered June 5, 1891, and June 27, 1906, by P. J. Sullivan & Bro. and Sullivan Cigar Co., Brooklyn, N. Y., respectively. Transferred to B. C. Sullivan Co., Inc., Brooklyn, N. Y., June 20, 1922.

EL VENDOMA:—12,187 (Patent Office). For cigars. Registered June 6, 1905, by Patrick J. Sullivan, Brooklyn, N. Y. Transferred to B. C. Sullivan Co., Inc., Brooklyn, N. Y., June 20, 1922.

SHAUGHRAUN:—4279 (Patent Office). For cigars. Registered January 16, 1877, by P. J. Sullivan, Brooklyn, N. Y. Transferred to B. C. Sullivan Co., Inc., Brooklyn, N. Y., June 20, 1922.

LA MARTINA:—32,420 (Trade-Mark Record). For cigar, cigarettes and tobacco. Registered November 15, 1906, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. By various transfers acquired by John F. Grill, Evansville, Ind., and re-transferred to Cole Litho. Co., Chicago, Ill., June 28, 1922.

DEL REY:—5691 (Tobacco Leaf). For cigars. Registered April 24, 1891, by Wm. Graf & Co., Milwaukee, Wis. Transferred to The Mueller & Son Co., and re-transferred to Famo Cigar Co., Milwaukee, Wis., June 30, 1922.

M. A. Kalfon has recently become Eastern representative of the Morgan Cigar Company, Tampa, Florida. "Juan De Fuca" is their clear Havana, made-in-bond leader.

Hugh Muller, of Manns, Muller & Co., is calling on customers throughout the middle West and booking orders for some of the fine tobaccos which his firm secured at the recent inscriptions.

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HIGH GRADE CIGAR LABELS AND BANDS
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High grade Bands and Labels *do* increase sales of Cigars.
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A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
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Be sure and see *our* samples before placing your order.
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OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

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131 Water Street New York City

AUGUST 1, 1922

VOLUME 42 NO. 15

THE TOBACCO WORLD

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TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

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Chesterfield CIGARETTES They Satisfy
Chesterfield CIGARETTES They Satisfy
Taste is a matter of tobacco quality
Finest Turkish and Domestic Tobaccos Blended
BULGARIA
BLACK SEA
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The four justly prized Turkish Tobaccos imported for Chesterfield's Turkish Domestic blend.
Chesterfield CIGARETTES
Taste is a matter of tobacco quality
In vacuum tins of 50
Taste is a matter of tobacco quality
10
Extra Glassine Wrapper -They don't dry out
They Satisfy
They Satisfy
Moisture-proof package -keeps 'em fresh

This display in your window

—would have stopping value.

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—would have *selling* value.

Windows like this *work for you.*

Because windows like this are well planned and well executed.

Through our several Display Departments, we offer a service to retail tobacco merchants in the planning and building of effective window displays and display units.

These windows are not only assets in store attractiveness, but are of proven selling power.

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"They Satisfy"

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Among Mild Sumatra-wrapped Havana Cigars

Their Quality has wiped out price distinction in cigarettes

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You can't help but like them!

They are DIFFERENT — *They are* GOOD

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The real reason for the tremendous increase in demand for TAMPA goods lies in the QUALITY of our merchandise; our unexcelled WORKMANSHIP and our dollar for dollar VALUES.

TAMPA factories are busy. Prepare YOUR "house" by anticipating your requirements, for the members of this Association desire to give real SERVICE in addition to the very highest QUALITY.

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QUALITY AND SERVICE
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CAN NOW GET
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THROUGH ANY
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A Big, Liberal Sized Cigar

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Information about infringing labels will be highly appreciated.

The Tobacco World
Established 1881

VOLUME 42 AUGUST 1, 1922 No. 15

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

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Pall Mall
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Persian
Fragrant Vanity Fair

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Tuxedo

GRANULATED SMOKING TOBACCO
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Drum
Eureka
Greenback
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Maryland Club
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Royal Brazil
Owen's Select
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Navy (G. & A.)
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Standard (Adams)
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Fore'n' Aft
Lucky Strike
Old English Curve Cut
Our Flag

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Capstan Navy Cut (Wills')
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No Tag
Ole Varginy
Peace and Good Will
Pride of Virginia
Sailor Jack
Sickle
Westover
Whist Smoke

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Cotton Boll
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Signal
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Big Four
Black Bear
Black Eagle
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Buster
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Button
Champ Carter
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Georgia Cracker
Gold Rope
Grape
Hold Fast
Jack Spratt
Jolly Tar
Lucy Hinton
Manaola
Nashville Greenville
New Hope
Newsboy
Nobby Spun Roll
Nosegay
Old Honesty
Old Kentucky
Old Peach
Penn's Natural Leaf, Thick
Penn's Natural Leaf, Thin
Penn's No. 1
Penn's Sun Cured
People's Choice
Piper Heidsieck
Red J
Sailor's Pride
Saw Log
Spear Head
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Tennessee Cross Tie
The Old Stateman
Town Talk
Vinco
Weissinger's Special

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Clear Havana Cigar
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More than 50 shapes and sizes to select from.
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V. GUERRA, DIAZ & CO.
TAMPA, FLA.

to pack your cigars in inferior boxes and may cause you considerable loss. Order cigar boxes of quality—the kind we manufacture—the demand is increasing daily. Get busy.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

ABOVE ALL
BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia **Penna.**

Webster Cigars
STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Number 15

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 1, 1922 Foreign $3.50

EDITORIAL COMMENT

JULIUS LICHTENSTEIN, president of the Consolidated Cigar Corporation, strikes a pleasant chord in the company's trade paper advertising when he asserts that his company commits itself "To a policy of Better Cigars, Better Known."

Much has been written is the tobacco trade papers on this subject and there is little question but what the failure to advertise cigars generally has had some effect on their sales.

It is a fact that the advertising of other forms of smoking have entirely overshadowed the comparatively small amount of space devoted to the pleasures of cigar smoking.

We believe this is a worthy example and that it marks a step forward in the production of the cigar manufacturing industry. If the cigar manufacturers of the country are to maintain their normal production an unusual effort must be made to restore confidence to the smoker in cigars and cigar brands.

NOT only is there unrest among the local cigarmakers but we understand that some New York manufacturers are also experiencing trouble.

The cigar industry seems headed toward a revival that has a solid foundation, and our chief thought is that every manufacturer should guard against any situation arising in his own factory that would lend impetus to the smouldering fires of dissatisfaction among the very small minority.

The coal and railroad disturbances alone will bring plenty of grief to the entire population of this country, including labor itself.

Philadelphia factories are giving additional employment daily, and with steady employment confronting the cigarmakers of this and other sections, it is entirely beyond our comprehension as to why they should want to not only rob themselves of bread and butter, but endeavor to destroy the capital that makes their employment possible.

THERE are indications that this year will see a revival of the one-fortieth cigar packing for the Fall and Holiday trade, and if conditions are as reported cigar manufacturers will do well to place their orders for such boxes as soon as possible. This is especially essential in the matter of covered work.

Not only does it take almost as much time to complete a one-fortieth package as it does a one-twentieth, but for one reason or another it becomes exceedingly hard to secure pasters to do this work.

Owing to the dullness of the past eighteen months many experienced pasters, particularly in the larger cities, have sought employment in other lines of work.

It would hardly be good business for either the cigar or cigar box manufacturer to give precedence to one-fortieth packages over one-twentieths. Therefore it is a godd time now to place orders for one-fortieth cigar boxes if any large quantities are to be used in the coming months.

"KRULL" BRAND BACK TO FIVE CENTS

As a result of bringing the well-known "Krull" brand back to five cents, Charles Krull of the well-known jobbing house of that name, states that the brand is now making a splendid showing. The cigar is a good sized perfecto with a Sumatra wrapper. Repeat orders are coming in nicely and the distribution locally is constantly increasing. In addition some very flattering accounts have been opened by this house recently.

"EL TORO" BACK TO FIVE CENTS.

Paul Brogan, president of Dusel, Goodloe & Co., informs us that the old and well known "El Toro" brand which has been selling at two-for-fifteen cents, is now back to a nickel. It is a long filler cigar and is packed one-tenths in wood and one-twentieths in tin.

In the Manila line the "Fort McKinley" brand is coming along and shipments are arriving monthly.

Mr. Brogan, says the most astonishing figures he has seen yet are those which show that the June sales of "Blackstone" cigars exceeded those of March by 93 per cent.

BAYUK PRODUCTS IN STRONG DEMAND

A visit to the headquarters of Bayuk Bros., Inc., at Third and Spruce Streets, reveals the fact that their products are in an oversold condition and they are now finding difficulty in keeping up with the constantly increasing demand. Thus far they have experienced no difficulty in getting all freight shipments through to destination.

MANY ORDERS FOR "KING PERFECTO JUNIORS"

A. N. Davis, manager of the Philadelphia branch of the King Cigar Co., has recently returned from a visit to the home office in Hartford. While in Connecticut he has been calling on a few of the firm's larger customers and reports that he booked a number of attractive orders on the "King Perfecto Juniors," packed in fives. Mr. Davis states that business on their two-for-twenty-five cents size is exceptionally good and that the local plant is running to capacity.

BIG ORDERS FOR "STATE HOUSE"

H. B. Grauley, Sixth and Chestnut Streets, reports that their popular "State House" cigar which retails for ten cents, is bringing in many large orders from their distributors throughout the country. Drake & Co., Easton, Pa., are doing an exceptional business on Grauley brands.

"MADAME BUTTERFLY" DISTRIBUTION GROWING

At the factory of the Progressive Cigar Corporation Mr. Cravis stated that the sales of "Madame Butterfly" are showing a healthy increase in local territory as well as in the up-state sections. It was stated that negotiations are now proceeding for the distribution of "Madame Butterfly" with one of the largest jobbing houses in the West.

ABRAHAMSON NOW IN BANK STREET

H. Abramson, formerly with the B & A Cigar Co., is now manufacturing under the name of the H. A. Cigar Co., and has joined the growing list of cigar manufacturers now operating in Bank Street.

He is producing "El Tributo," retailing at two for 15 cents, and "Miracle," which sells at 10 cents and up. He is offering a class of goods appealing to both the eye and the taste. Jobbers and high class retailers will be interested in seeing these brands.

"WALSTON" NEW LOCAL BRAND

A. S. Pflieger & Son., are the latest cigar manufacturers to start operations in this city and they have located at 3105 N. Fifteenth Street.

This firm will manufacture a class C cigar under the name of "Walston." It will be a combination Havana filler with a Sumatra wrapper. It will be produced in three sizes retailing at ten cents, two-for-twenty-five cents and fifteen cents straight. The cigar has the earmarks of a winner according to those who have seen and smoked it.

Mr. Pflieger, senior, was formerly with John H. Swisher & Son, Newark, Ohio.

"RECALL" BRAND OVERSOLD

At the office of Bobrow Bros., Mr. Pike stated that the demand for their "Recall" cigar now exceeded their production and that they are one million oversold on this brand.

M. Brenner, of Brenner & Son, Harrisburg distributors of the "Bold" and "Topic" brands, called at headquarters last week and reported business very satisfactory despite the coal strike.

JULY IS "LA PALINA'S" BIGGEST MONTH

At the Congress Cigar Co., we are advised that July has been the banner month in 1922 on "La Palina" sales. The new Allentown factory is now in operation in an endeavor to relieve the oversold condition now existing on "La Palina." Rush orders are coming in daily for 50,000 and more and all such shipments are being made by express.

General sales manager, Willis Andruss, is now in the South on a two weeks business trip.

BAYUK BROS.' EARNINGS

For the three months ending June 30, 1922, Bayuk Bros., report net earnings of $301,802. The surplus after payment of dividends is $299,412, which is a verification of reports published from time to time of the flattering business being done by this old reliable house.

NEW CIGAR STORES OPENED

J. Roisman, for several years manager of the Morris Building cigar stand, has opened a very attractive store at the southwest corner of Third and Arch Streets. He is featuring the popular and well known brands of cigars and cigarettes in addition to an attractive line of pipes and pipe tobaccos.

About Town With F. A. T.

T. C. Gales, of Bock y Ca, was a recent Philadelphia visitor.

H. Stewart Moorhead, of Duncan & Moorhead, is taking a well-earned rest at Belgrade Lake, Maine.

A. A. Gumpert, of Gumpert Bros., has just returned from a trip through New York state, where he reports business fair.

Ben R. Lichty, vice-president of Otto Eisenlohr & Bros., Inc., is enjoying a vacation in Maine.

Godfrey S. Mahn says July was an unusually good month with his stores and that his feature brands were in great demand.

Sam (Mart) Henry, widely known representative of the American Label Co., has been hitting the high spots with orders. Mart found time on Saturday to eat snapper soup with Elmer Jarrett and ye scribe.

William Patton has been made receiver of the affairs of Baum & Neely. A receiver's sale is now in progress and will last thirty days. Assets are placed at $22,000 and liabilities at $14,000.

George Zorn, widely known Market Street dealer in pipes and novelties, died last week at the age of 71 years.

W. T. Taylor, United States representative of the famous "Romeo & Julietta" factory of Havana, is calling on the local trade directing attention to the new "Belvedere" size.

A scrap cutter, shaper presses, etc., are being disposed of by Henry Sauermilch at 2513 Frankford Avenue.

W. H. Bailey, Second and Arch Streets, reports a growing demand for his "Alfonso" cigar.

"COUNSELLOR" REPRESENTATIVE GETS NEW CAR

Minor Griscom, who represents the firm of Allen R. Cressman's Sons in New Jersey, visited the offices recently and while here assisted in the purchase of a new automobile which he will use in taking orders for "Counsellor" and "Flor de Manuel" cigars.

J. E. Lynch reports that orders for the firm's brands are coming along nicely and that as far as they are concerned business is most encouraging.

SERVICE BRANDS SELLING WELL

The Service Cigar Co., 136 S. Ninth Street, mentioned in our last issue, reports increasing business on their brands and I. Leavy, the proprietor, is wearing a perpetual smile over the increasing demand for his cigars.

In addition to featuring the "La Vey" and "Corona de Cuba," he is also introducing a genuine Havana five-cent smoker.

Machinery Reduces Costs

IN A recent circular sent to cigar manufacturers the Publicity Department of the International Cigar Machinery Co. has called attention to some very interesting things revealed by a study of the Internal Revenue Bureau's figures on the cigar industry for the past five months as contrasted with a similar period in 1921.

The International Cigar Machinery Co. points out that while the cigar industry as a whole has slumped about five per cent. under the figures set in 1921 the total showing 2,490,251,440 against 2,624,466,343 last year, the Class "A" cigar business has increased over 26 per cent. showing a volume increase of 193,477,009 cigars or a total production of 919,643,426 for 1922 against only 726,166,417 for 1921.

While there has been a tremendous increase in the volume of Class "A" business, the International Cigar Machinery Co. very truly points out the fact, that it is exceedingly doubtful whether this increased business is yielding any profit to the cigar manufacturers inasmuch as high labor costs and high tobacco costs about equalize the $36 to $40 price at which these five-cent goods are going to the jobbers.

Coupled with the narrow margin of profit in handling this five-cent business the cigar manufacturer has also had to face the problem of a labor shortage. Hand cigar makers can earn more money working on Class B and C goods, and manufacturers seeking to get quantity production on their Class A goods have found it next to impossible to secure help.

The International Cigar Machinery Co. points out that in the present dilemma their seems to be just one method of escape, and that is afforded by the companies' automatic "out and out" cigar machines. These machines, which were first introduced about three years ago, have been a decided success right from the start, and today the company states that there are more than 700 machines in operation with new orders coming in all the time.

The cigar machines have a capacity of from 3800 to 4200 cigars per day, and operators can be trained in from two to four weeks. With the aid of automatic machinery manufacturing costs can be reduced far below present hand figures, and the quantity production assured by the machine will give manufacturers a chance to expand in the Class A field without the haunting fear of labor troubles to retard their development. The lower machine cost will also make it possible to furnish Class A goods to the jobber at prices ranging from $36 to $40 per thousand and still leave a comfortable margin of profit for the manufacturer.

A number of concerns now making successes with Class A goods are using machines, and the International Cigar Machinery Co. invites the cigar trade to look into the possibilities of their machines.

WILLIAM KOHLBERG DEAD

William Kohlberg, a widely known New York cigar manufacturer, who retired from business about a year ago, died recently at the age of 42. Mr. Kohlberg is survived by a widow, two sons and two brothers. He was the originator of the "Ko-Co" cigar.

TAMPA

Tampa's Production Gains 33 Per Cent. in Present Fiscal Year — Another Firm Comes to Tampa— Addition for Hava-Tampa Factory

Tampa, Fla., July 26, 1922.

THE gigantic struggle between the railroad and coal mine operators, and the labor unions, are watched from this end with a great deal of concern; not only for the principles at issue, but for the effect it may have on transportation, which is of vital importance to our cigar industry. The cigar manufacturers of Tampa, who have fought so hard, not long ago, for the principle of "open shop," and have passed through a period of readjustment of prices, cannot understand how the labor unions can insist upon maintaining the high scale of wages brought about by the war, and now inconsistent with the downward trend of commodities, of which benefit they get their proportional share. On the other hand, executives of railroad and mine companies and the Government Labor Board, seem unable to find the middle ground of understanding where to show the open hand instead of the clenched fist to the masses of organized workmen.

Evidently something is radically wrong in our country that needs readjustment, and this something is our political system, or lack of system, from which our Government is derived. While we proclaim to the world that ours is a Government "of the people, by the people and for the people," a superficial analysis reveals the fact that the people are the less represented element in governing the nation; lawyers and professional politicians are the main components of the two parties taking turns in governing power, and the result is very much similar to what would happen to a bee hive governed by the drones.

New conditions demand new systems. Despotism and imposition by sheer force has been buried down deep in the bloody battlefields of Europe. Government without representation is but one form of despotism. We need more bees, and less drones in our governmental bee hive. Perhaps an amendment to the Constitution providing for a just reapportionment of representation in the Government, for all classes and elements in dull proportion, could settle for our country the political world-wide problem, of how to avoid annihilation of present institutions.

And now let me descend from my soap box down to business, and tell the readers of THE TOBACCO WORLD something about the progress of the cigar industry in Tampa.

In spite of jealousy and false reports, Tampa's main industry is progressing, as demonstrated by the following official reports from the Custom-house and Internal Revenue officers. The duty on importation during the month of June amounted to $152,279.76 against $93,376.55 collected for the same month in 1921; a substantial gain of $58,903.21 for June 1922.

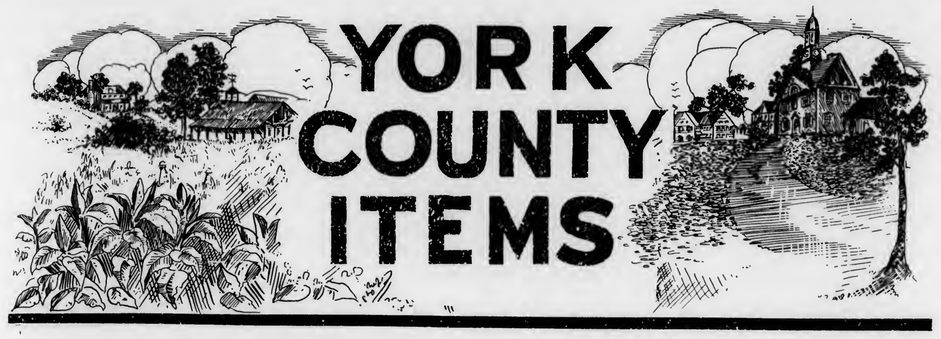
The close relation between the sale of internal revenue stamps and the production of cigars is the best proof of the enormous increase of our cigar industry, which goes on at the rate of over a million cigars for every working day of the year. During the fiscal year that ended on the 30th of June last, the amount of stamps sold were $2,878,535.32 representing the manufacture of 341,410,370 cigars. This number of cigars reveals an increase of 33 per cent. over the production of the previous fiscal year ended June 30th, 1921. The sale of stamps during June, 1922 was $278,356.78 which compared with the same month last year $182,538.05 shows an increase of $95,818.73 in revenue for a single month in the summer, the usual dull season of the year.

If the above data shows the high standing in production of Tampa-made cigars for home consumption, who can predict what it will be when our cigars get a hold on foreign markets? That we are heading in that direction is proved by an order of 10,000 of the finest cigars, placed with the Preferred Havana Tobacco Company's Alvarez Mendez branch, by an English buyer. Tampa-made cigars have been finding a market in Spain through the agency of Cuesta-Rey & Co., purveyors of the Royal House; but an entry in the English marts had not been made for a long time, and the above mentioned order seems to be the entering wedge for Tampa-made cigars in the English exclusive market.

There is a law passed several years ago, making possible for manufacturers of Havana cigars here to ship their goods in bond abroad, by having import duty refunded on such goods; thus enabling the American manufacturers to compete in price with Havana cigars made elsewhere. The opportunity of using the advantage of this law is apparent for foreign orders of cigars, and Tampa manufacturers will not be remiss in taking advantage of it.

Tampa's fame for good cigars, fair climate and freedom of manufacturing, is an irresistible magnet attracting more factories to our midst. The latter acquisition is the G. and M. Cigar Company of South Bend and Chicago, who have leased the large three-story brick building of the old Ehrlich factory in West Tampa, and will remove from the Middle West their

(*Continued on Page 18*)



YORK COUNTY ITEMS

York, Pa., July 27, 1922.

OUR usual letter from York County for July 15 issue was lost in the shuffle, fact of the matter is, that we were on our vacation, and who can remember about letters when out trying to catch fish?

We have had to make quite a number of excuses to our friends for not having the news items, but have promised to have a better letter and more news this next issue. We will not tell how many or how big were the fish that we landed—nobody believes a fisherman's stories anyhow—so we will only say that the two weeks were thoroughly enjoyed and we feel refreshed and have accumulated enough new "Pep" to carry us through the fall and winter work, and unless all signs fail, we will all have enough and more business by fall than can be comfortably taken care of.

The prize fish story comes from Windsor. W. H. Snyder, of W. H. Snyder & Sons, cigar manufacturers, says that while out fishing the other day he almost landed a whale of a bass. In fact, the fish was so big that when it grabbed the bait it stretched the line and rod so that Billie nearly fell out of the boat, then let the hook fly back into Bill's face, as much as to say, put on another good bait.

Between fishing and rushing out orders for "Pollyanna" and "Country Club" cigars, Bill is a very busy man. This firm is putting out the "Pollyanna" in a very attractive cardboard box of five cigars each, which sells at twenty-five cents per package.

Jacob Streavig Cigar Co., Red Lion, are busy turning out "John Claypole" and "Don Mercio," both five-cent cigars.

Meads Tobacco Co., Red Lion, Pa., report business much better. We noticed they were busy loading solid cars of tobacco.

Speaking in car load lots reminds us that W. H. Raab & Sons, Dallastown and York, are again shipping out this week three solid cars of cigars, in round numbers three million cigars, mostly "White Lion" and "Rigby's Value." Nice business!

It is learned from reliable quarters that the San Telmo Cigar Co. will again open a branch at York.

Also talk around the town of several other outside firms that will open branch factories at York presently or as soon as suitable buildings can be secured. Seems the cigar business is coming back to its own again.

R. C. Thomson, rear 233 South George Street, is busy on his "Thomson Hand Made." Joe Loucks, who handles the "Buffalo Bill" and "Cyclone" cigars, made by this firm, is working the coal region trade, and reports outlook much better for good fall trade.

Manchester Cigar Co., Lamour Street and M. & P. R. R., are exceedingly busy turning out "Havana Cadet" cigars, corona shape, packed attractively in tins. This cigar goes to the consumer at five cents.

Mr. Paris, of this firm, was for many years operating in Baltimore. He is a hard worker and thoroughly understands the manufacturing end of the business.

C. S. Gable, Queen and York Streets, is operating his three factories at full capacity, turning out "Hamilton Fish," "Douglas Fairbanks," "Quaker Ben," "Certified Check" and "Wild Cat" brand cigars, all of which are duplicating nicely.

Mr. Wertheim, his eastern representative, spent several days at the factories, and has returned to his territory, and already has been heard from, in the way of several large orders for these goods.

Ellis I. Myers, of Celestino Costello & Co., says his brand, "Round Up," corona size, is going well, and trade is improving on his general line.

S. L. Etter & Son, the North George Street jobbers, have taken on the "John Hay" ten and fifteen-cent cigars, for distribution on this territory.

Sam usually picks winners, as demonstrated before with the "Aristocrat," which Sam placed in this market some years ago, and which still holds an enviable following.

Earl Cigar Co., 244 South George Street, say they are working a force of cigar which triples the force six months ago. Their brands are making friends wherever placed.

W. H. Falkler & Son reports continued good trade on their product. "Joe Aldridge" and "Brown Duke," both ten cent cigars, are extraordinary repeaters. Also are they having good business on the "Gobbo," five-cent cigar. Each of the Falklers are skilled cigarmakers and understand the manufacturing of quality cigars from A to Z, and any work day you will always find them busy at their respective departments.

Mr. Blasser, of H. G. Blasser & Co., 56 East Clark Avenue, just returned from a short business trip and reports business improving. The many friends of Mr. Blasser are glad to note the wonderful improvement in his health, because they all knew what a very sick man he was.

(*Continued on Page 18*)

DETROIT

Noticeable Improvement in Local Trade Conditions—T. O. Thurlby Withdraws From Great Lakes Cigar Company—Oscar Buxbaum Comes To Detroit For More "Las Vegas" Cigars—Mrs. H. E. Dodge, Jr., Auctions Three Cigars For $5000.

Detroit, Mich., July 30th, 1922.

DETROIT jobbers and retailers are feeling better over the cigar and tobacco business, the improved conditions during the past thirty days has been very noticeable. Many jobbers report their business has shown a decided increase over the last month, and some are experiencing a shortage on popular brands. Manufacturing of cigars in Detroit continues at top-notch speed and a banner year in production is reported. Every factory here is behind on production and cigarmakers are in popular demand, as there seems to be a shortage of this labor.

Conditions here regarding the cut-rate situation is about the same as it is in other large cities, some dealers are trying to get the legitimate prices, while some others are slashing prices. The cut-rate cigar stores are getting an awful set-back, as many of the jobbers have eliminated the special discounts. One jobber here who has been giving ten per cent. discount on cigarettes has discontinued this; if many of the others would do the same thing, no doubt conditions would change a great deal during the next thirty days and the cigarette business would show marked improvement.

J. P. "Jack" Brill (E. P. Cordero & Co.), "Mi Hogar" cigars, is giving the city of Detroit the once-over. Jack says "Mi Hogar" are going big everywhere.

Gus Quandt, Jr., the Russell Street tobacconist, has departed for a month's trip through Yellowstone National Park and the California Coast. Gus will visit all the places of interest through the west before returning to Detroit.

"What has become of the old-fashioned young lady who had to be helped over the fence?"

Frank M. Reszke, who for several years was with M. G. Soper Co., has purchased the Fort Street store of the Watkins Cigar Stores Co. Frank is well known to the cigar trade in the vicinity of Cadillac Square and will cater to the high class trade. He will also feature many of the brands controlled by The Watkins Co., such as the "Cressida," "Ottino," "Horse Heads," etc.

The amen corner of the Wolverine Hotel has been well taken care of during the past fortnight, four well-known knights of cigardom held the stage, namely, Col. D. H. Moulsdale, Frank "Handsome" Lopez, Sam "Whale" Adler and Irving "1000%" Hahn, gave the party. Mr. White Rock paged Mr. Scotch from cellar to garret, and finally met in room so and so. The deck was cleared for action and the party was on. "Handsome" Harry, with his white flannel trousers, made the hit of the evening. Colonel Moulsdale had on his comedy sketch of "how he used to sell them" in the olden days. "Whale" Adler told his famous line of how he "lets the sardines alone and goes after the whales." Irving Hahn showed his 1000% list of customers, and his secret of never missing a one, and a large and enjoyable time was had by all.

Miss Hazel Metz, who for several years had charge of the cigar stand at the Elks Club, has accepted a position as assistant to Miss Bada R. Nelson, at the Recreation Building cigar stand.

C. H. Robbins (Bayuk Bros., Inc.), the "Mapacuba" specialty man, is doing some very effective work on his brand, many very fine and attractive window displays have been placed in the downtown section of the city, and from reports his efforts have been rewarded by the increased sale on "Mapacuba" cigars.

Charles Snow, a diver, went down to Marblehead's harbor bottom to examine some underwater moorings. When he came up he had a bottle of Martini cocktails under his arm. Charles is a regular diver.

Russ Voligny (M. A. LaFond & Co.) has returned from a vacation at Higgins Lake, where he spent the time using his trusty rod and reel. Russ tells me he caught the largest fish he had ever seen, so I asked the name of this fish, but he could not tell, his only remark was, he used a whale for bait. "Some fish."

Oscar W. Gorenflo, who has conducted a high class drug store in the Washington Arcade for the past twenty years, will on August 1st remove to the corner of Washington Boulevard and Grand River Avenue, in the Book Building. Mr. Gorenflo is having the latest and up-to-date fixtures installed, the prescription department will be his special feature in the new store. A soda fountain will be installed as well as a candy department and up-to-date cigar department. Mr. Gorenflo has two very able and proficient assistants in W. E. Meyer and Oscar Vargas, who will look after the various departments throughout the store.

Thomas O. Thurlby, known to every one as just plain "Tom," and associated for several years with the Great Lakes Cigar Manufacturing Co., manufacturers of "T-R" cigars, has sold out his holdings in the company to the above firm. It is reported that he will engage in the cigar brokerage business here in Detroit. Tom is a cigar salesman of unusual ability and has a score of friends in both the wholesale and retail end of the business. His many friends wish him success in whatever branch of the industry he may follow.

Chas. H. Fee, Middle West representative for M. F. Minden Co., Inc., has returned from a trip to the New York factory.

Harry McCarary (San Martin & Leon Co.), "Hoyo de Cuba" cigars, called on the trade here this week, and reports a very satisfactory business on his brand.

J. C. Thompson (Wertheimer Bros.), "El Dallo" cigars, is in our midst and will be rusticating here for the next four weeks, putting on an "El Dallo" campaign. Special window displays of artistic hue and colorings will be placed throughout the city, also water color paintings of unusual designs will ornament the dealers' windows. "El Dallo" cigars already enjoy a very good distribution here, and the campaign as outlined by Mr. Thompson will no doubt bring "El Dallo" cigars to the front in our city, which are distributed by J. L. Marcero & Co.

J. Sadler (Perfecto Garcia & Bros.), "High Grade Havana Cigars," called on the trade here last week. Mr. Sadler says clear Havana cigars are coming back strong and that their factory is behind on orders.

Oscar Buxbaum (Buxbaum & Co.), Milwaukee, Wis., visited the "Las Vegas" factory here last week, the special visit was for more cigars and requested speedy shipments. Mr. Buxbaum informed the writer that "Las Vegas" cigars are proving the best bet in Milwaukee and vicinity. While here Mr. Buxbaum placed a standing order for 500,000 in the various sizes to be shipped each month.

"You can't expect to be worth much to the company if you're not worth much to yourself."

Harry Rinaldo (Central Cigar Mfg. Co.), "Elm" and "Manhattan" cigars, is giving the city the once-over, and reports both of his brands, which are distributed through J. L. Marcero & Co., as growing in favor and popular demand here.

J. Eugene Beck (R. A. Bachia & Co.), New York City, arrived in town the other day with his famous line of Havana cigars and reported a very satisfactory business from the motor city tobacconists.

John T. Woodhouse, of John T. Woodhouse & Co., has returned from a business trip to New York City.

The Louis G. Deschler Co., Indianapolis, Ind., have taken on "Las Vegas" cigars (F. Vega & Co.) for distribution in Indianapolis and vicinity. Mr. Deschler also operates a chain of retail stores in the city and "Las Vegas" cigars will be featured in every store, in the various shapes and packings.

Cigars Scarce; Mrs. Dodge auctions 3 for $5,000. The yacht "Delphine" left its slip with a party; the bunkers were full of coal and the ice box was full of food. But when the yacht was far from shore it was discovered that the humidor held only three cigars, then came the auction. The three cigars were bought for $5,000 by Mrs. Horace E. Dodge, Jr., who was the successful bidder. The auction involved votes for the Good Will election and the $5,000 was given to the fund of the American Committee for Devastated France, of which Mrs. Dodge is chairman.

A. T. McRener, president of the Alberta Cigar Co., reports the sale on "Green Seal" cigars as excellent and the demand from distributors far exceed the output of the factory at the present time. The Worth Cigar Co. are the local distributors of "Green Seal," and the up-state jobbers are Clark & McCarren, at Port Huron; Electric Cigar Co., Flint; La Pointe & Co., Mt. Clemens. Mr. McRener says "we are putting on cigarmakers as fast as we can get them," to speed up production.

President W. W. Rosebro and Treasurer Sam Litz, of F. Vega & Co., manufacturers of "Las Vegas" cigars, have returned from a trip to Ohio, where they are making negotiations for a factory sight for the manufacture of "Las Vegas" in that State. The present factory in Detroit is inadequate to take care of the fast growing business, and at the present time is working to full capacity.

Roby Cigar Co., Barnesville, Ohio, "Sun-Set Trail," short smokes, ten for twenty-five cents, have appeared on the Detroit market and are meeting with rapid response from the trade. The package is very neat and attractive and should prove a winner.

"By the way, THE TOBACCO WORLD is a real, newsy, up-to-date, fine publication. Say, 'I saw it in THE TOBACCO WORLD.' Mail in your subscription early and avoid the rush. 'We will rush a copy to you on the first and fifteenth of each month for "Two Bucks" per year.' "

Mike of Detroit

SPECIAL MEETING OF AMERICAN SUMATRA

The American Sumatra Tobacco Company has called a special meeting of stockholders August 7 to vote upon a proposal to sell to shareholders 52,900 shares of Consolidated Cigar Corporation common stock, held in its treasury, at $36 per share, in ratio of thirty-two shares of Consolidated stock for 100 shares of American Sumatras.

SUPER-NICOTINE TOBACCO

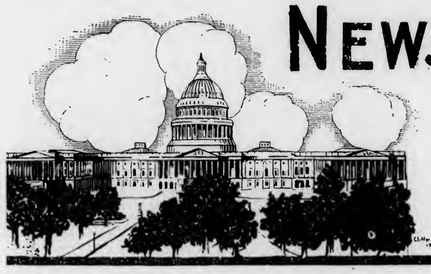
A tobacco plant containing about 10 per cent. of nicotine—nearly twenty times the percentage of nicotine in average smoking tobacco—is being developed by Otto Olson, a farm agent, at the tobacco experimental plots on Great Island, near Lock Haven, Pa.

The new plant is not intended for the use of smokers, but for spraying of fruit trees, flowers and vegetables.

Tobacco solutions are among the most efficacious mixtures used in killing pests that damage growing plants and trees. It is believed the production of a tobacco plant of high nicotine content would open a large and profitable field for tobacco growers.

ASSISTANT MARKETING SPECIALIST WANTED

The Bureau of Agricultural Economics, Department of Agriculture, announces openings for assistant marketing specialists for duty in Washington. The positions pay from $1,620 to $2,400 and are filled from the Civil Service lists. Men familiar with the commercial grades of tobacco and the warehousing of tobacco, grain, cotton and wool are eligible. Information and application blanks may be secured from the U. S. Civil Service Commission, Washington, D. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

Estimates regarding the revenue which will be derived from the pending tariff bill were presented to the Senate recently by Senator Watson, of Indiana, who declared that slightly more than $400,000,000 should be collected during the first full year of its operation.

The estimated imports for twelve months under the bill as it left the committee "with its alleged high rates," said the Senator, will total slightly more than $3,000,000,000, of which nearly $2,000,000,000 will be on the free list. Of the year's estimated imports, 63 per cent. will come in free, and only 37 per cent. will be dutiable.

Senator Watson denied that the rates on the pending bill are prohibitive, asserting that the percentage of free imports will be far higher than provided in any previous tariff bill passed by the Republican party and will be but slightly lower than the percentage of free imports in the Underwood tariff.

A shortage of fuel next winter, with consequent high prices, can not now be avoided, even though all of the closed mines reopen in a few days. Labor officials in Washington point out that when the mines reopen they will be forced to use a large percentage of green labor, so that their production will naturally be hampered. Further, statistics in the files of the United States Geological Survey show that even steady production for the remainder of the year will not make up for the loss of fuel occasioned by nearly four months of inactivity in the union fields at a time of the year when production should be at its peak. The Great Lakes have now been open for many weeks and a steady flow of coal should be passing through for the Northwest. Railroads, public utilities and other large users having reserves of coal are rapidly using up their available stocks. Small users of fuel are practically without coal other than what they can buy in the market and as a result of their effort to secure fuel there has been a decided tendency on the part of the smaller mines to put the price up. Six dollars a ton and more is being offered for coal at the mine, or about double the price agreed upon between the operators and the Secretary of Commerce.

With industry getting on its feet, the demand for coal is increasing. This demand is coming from all sections of the country, especially from the Northwest, where stocks must be laid in early. Government officials hope still to avoid the necessity for ordering priorities, but admit that the possibility of national coal draws nearer every day. Labor leaders assert that any announcement of priorities will result in the public making a demand for some settlement of the strike by the operators and claim that they can hold out until that occurs. In the meantime, the public—innocent bystander—is facing the fate that usually falls upon the third party in a labor dispute.

Under-employment, over-production and too much immigration are responsible for our present economic predicament, according to Senator Gooding, of Idaho, and only by the erection of a wall that would exclude foreign labor and all foreign merchandise that can be produced in this country can the situation be bettered.

In a long speech on the floor of the Senate last week, Mr. Gooding declared that 3,500,000 men are out of employment, a million of whom are floaters who would not work even if given an opportunity, and that the remaining 2,500,000 were increased by a million young men and women reaching maturity each year.

The Senator presented statistics showing that there are too many manufacturing plants for the country's needs. Twenty per cent. of the bituminous coal mines, employing 60 per cent. of the workers on full time, can produce all the coal we can use in the United States; all the iron and steel we need for a year can be produced in six months' full time; 25 per cent. of the shoe factories on full time could meet our needs for shoes; the sawmills are over-developed 160 per cent.; 36,000,000 tires are used on automobiles in this country each year, but the plants in operation have a capacity of 60,000,000, etc.

We are also over-developed in other ways, the Senator continued. We have 946,419 retail shops, or one for every 111 citizens, and 97,083 wholesale houses, or one for every 35 retail establishments.

"If I had my way," he asserted, "I would do what every other country is doing, and make the duty so high that there would be a complete embargo against every manufactured article that can be produced in this country by our own labor. To me the situation in this country is a serious one; I will not say it is a dangerous one, but it may become a dangerous one unless we give the producers an opportunity to start the wheels of industry and the great army of unemployed an opportunity to earn a living."

An investigation of express rates, similar to the freight rate inquiry conducted last winter, is to be undertaken by the Interstate Commerce Commission. Complaint has been made that although freight rates were cut 10 per cent. on July 1, there has been no change in express rates. The commission's inquiry will cover rates in all sections of the country and probably all commodities.

As the tobacco trade is a liberal patron of the express companies it has a decided interest in the matter, and should hearings be given on the subject, will undoubtedly be given an opportunity to present its views.

Perishable products and fuel are to be given preference over all other classes of freight, under priority orders issued on January 25 by the Interstate Commerce Commission in an effort to meet the increasingly serious situation in the coal mines and on the railroads.

Shipments of tobacco and tobacco products and other commodities not essential to the welfare of the community will be forced to wait until the preferential classes of freight have been moved. This step was necessitated by the rapidly decreasing supply of rolling stock and the steadily lessened efficiency on the railroads. The order will remain effective until the railroad strike is settled and conditions become normal.

The Interstate Commerce Commission has also announced a priority list for the distribution of coal, in which commercial plants of all kinds are placed at the bottom of the priority list, which is headed by railroads, public utilities, institutions, domestic consumers, etc.

It is now recognized that under no circumstances can there be a plentitude of coal next winter, and the commission's orders are calculated to provide fuel for those activities which are most essential. Every effort is to be made to provide a small reserve for the Northwest, and in the East it will be necessary to provide a similar reserve for the railroads and public utilities.

The distribution of coal will be made difficult by the lack of motive power, and it is for this reason that the priority list for commodities was issued. As a further step to meeting the situation, the commission ordered that railroads disregard shippers' routing instructions, but forward freight by the least congested routes.

JOE OLLENDORF JOINS BERRIMAN BROTHERS

Joe Ollendorf for a number of years past connected with the American Cigar Company and who recently resigned, has completed arrangements to represent Berriman Brothers, of Tampa, Florida.

Berriman Brothers manufacture the well-known "Jose Vila" and also the "La Sinceridad." Mr. Ollendorf will cover Eastern territory with these brands.

DEMAND INCREASES FOR NATURAL BLOOM CIGARS

Additional out-of-town distributors for the "Natural Bloom" cigar have started this New York factory working to full capacity, according to Harry Blum.

The brand is well displayed in New York City and additional impetus have been given to sales by the use of window displays.

St. Louis Notes

St. Louis, Mo., July 25, 1922.

THERE is a lull generally in business owing to to exert one's self, as it is too much trouble. warm weather, vacations and a disposition not

Some of the distributors state they have not as yet felt any decrease in business as a result of the strike, although in some cases shipments are a few days late in arriving. Others state the strike is affecting them only in spots where the coal strike is local; the men being out of work and not earning money, are not spending it, and the merchants are very conservative in stocking up while sales are few.

There is a little tendency to lay in future stocks to avoid delays in delivery of shipments, but there seems to be little apprehension yet.

Albert W. Sauer, of the Pattberg Novelty Works, New York City, is a St. Louis visitor, placing orders for novelties and accessories with the tobacco trade.

History points to the invasion of the Goths, the Romans, the Norsemen, etc., and an invasion that is causing equal perturbation in some quarters is the invasion of the "female of the (human) species" into all lines of work. Among these is the saleslady for Axton & Fisher, of Louisville, Ky., who is traveling, placing orders for cigarettes. We venture to say she will cause her competitors to look to their laurels (and orders).

Chas. Schrick, of the Grand Leader cigar department, is now in the East buying supplies, and is not due for a return for a few weeks. Mr. Rohlfing reports splendid business.

Mr. Sheldon, of the F. R. Rice Mercantile Cigar Co., is in Louisville, Ky., on a business trip to their factory.

E. W. Marlin, of V. Guerra Diaz, Tampa, Fla., was a recent St. Louis visitor.

Milton Cohn, representing the Consolidated Cigar Co., will return from a trip to Europe on the twenty-ninth after several months' stay.

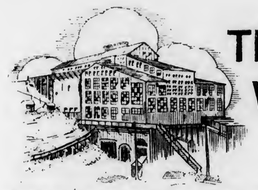
Moss-Lowenhaupt are making a campaign through window displays on the "Flor de Cuba." Mr. Lowenhaupt reports that business is very good with them for this time of the year.

Arthur G. Wiedmann, of the Wiedmann-St. Louis Cigar Box Company, has returned to St. Louis after several weeks' stay in Kansas City with his family. Mr. Wiedmann leaves August 7 to attend the convention at Philadelphia of the National Cigar Box Manufacturers' Association.

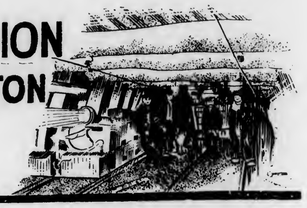
Charles Dushkind's T. M. A. bulletin on too much tobacco being used in cigars has aroused considerable thought and discussion and some dissenting opinions. One objection raised is that a smaller cigar does not have the flavor, nor make as good a smoke as a larger one. Also that competition has forced the making of larger cigars. Perhaps no business offers such a variety of brands as the cigar business, and this makes competition keen.

The Chas. P. Stanley Cigar Co. is displaying the "Charles the Great" brand in their Olive Street windows.

(*Continued on Page 18*)



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON
HAZELTON



Wilkes-Barre, Pa., July 28, 1922.

THE July 1st number of this paper carried in this letter a news item to the effect that Abbott Booker, representative of Otto Eisenlohr & Bros., Inc., Philadelphia manufacturers of the nationally known "Cinco" and "Henrietta" brands, had resigned and was succeeded by F. V. Williams. As a matter of fact Mr. Booker's territory has been made smaller by dividing the hard coal fields. Mr. Booker will continue to take care of his own trade in the lower section while Mr. Williams will devote his time to the upper countries, Luzerne and Lackawanna Counties.

Your correspondent had the pleasure of meeting Mr. Booker recently in Shamokin, and am glad to report that the injury to his arm, as a result of a fall when alighting from a train, has mended sufficiently to permit him to call on his trade again on behalf of "Cinco."

Jack Rosenburg, has resigned from the staff of the Scranton Tobacco Co., Scranton, Pa., and is now with the Traders Tobacco Co., Pittston, Pa. This latter firm distributes among other brands, the "Rey-Oma" made by Sig. C. Mayer & Co., of Philadelphia, Pa. The many friends of Mr. Rosenburg wish him luck in his new connections.

Thomas Carlin, of Yocum Bros., manufacturers of the "Y-B" brand, has resigned, so I learn. For some time he has been making a drive on Yocum Bros. cigars in connection with the Wilkes-Barre jobbers, J. B. Yeager Sons, and has secured a splendid placement for "Y-B's."

George Spitzmiller, with the American Tobacco Co., was a recent visitor in the coal fields in the interests of his numerous nationally known brands.

Thomas Watkins, of Catasauqua, Pa., called on Wilkes-Barre trade recently in the interest of the "Attracto" cigar which his firm distributes.

Acme Products Co., Wilkes-Barre, distributors of the "Spencer Morris" cigar, have recently added the "Amelia Garcia." Abe Rosenburg, who looks after the cigar department for the Acme Products Co., is very enthusiastic over this new brand which is a generous sized blunt in a very attractive tin.

E. E. Kahler, Reading, Pa., manufacturer of the "Wyomissing" cigar, was a Wilkes-Barre visitor recently.

E. J. Conrad, the popular Allentown retailer, is making extensive repairs and additions to his store and when completed will have a very beautiful and up-to-date stand. A soda fountain and confectionery counter will be added attractions.

"The Smokers' Paradise," C. C. Hummelwright, Allentown, Pa., is also enlarging the pool and billiard room. Claude, as every one calls him, has one of the most wonderful cigar stores in the State and in addition carries one of the largest and most complete lines found in any cigar store.

Joe Reda, who for a number of years has run the cigar stand in the First National Bank Building, Easton, Pa., has purchased the stand in the Drake Building in that city. He has entirely refitted the new stand and can now serve the most discriminating smoker from his stock of choice brands.

William O'Neil has taken over the cigar stand in the Mansion House in Reading, Pa. This hotel is famous and the stand has always been as popular a place where good cigars are sold. Mr. O'Neil says that he intends to keep the stand up to its reputation and improve it if possible with added service.

The M. Gilbert Tobacco Co., Reading, Pa., distributors of the "Y-B," made by Yocum Bros., of that city, have moved to larger quarters. This firm is rapidly becoming a factor in the cigar and tobacco jobbing business of that city. This firm also distributes the "44" and "Adlon" brands manufactured by the Consolidated Cigar Corporation.

BLACK DIAMOND.

CIGARETTE PRICES MAY BE HIGHER

Price situation in tobacco industry is rapidly adjusting itself. There is a growing disposition among retailers and jobbers to abandon the costly price cutting. This situation should show further improvement if price advance now contemplated by manufacturers is put into effect.

Cigarette industry turned for better in May, which showed first increase in output over 1921 of any month this year. Last Fall when price cutting among manufacturers began, popular brands of blended cigarettes which had retailed at 20 cents, were being wholesaled for $8 a thousand, less usual discounts. These were cut to $6.80 as result of keen competition among manufacturers. One manufacturer refused to cut below $7.50.

With conditions shaping themselves as at present, it would occasion no surprise in trade if those manufacturers which cut to $6.80 were to restore the $7.50 price within the next two weeks.—*Wall Street Journal.*

JAMES M. GALLOWAY DEAD

James M. Galloway, the largest grower of bright tobacco in the world, died on July 16. Two hundred and twenty-five tenants worked his ten thousand acres of bright leaf.

Mr. Galloway was a director of the Tobacco Growers' Co-operative Association and was an earnest advocate of the system.

The Model M Universal
Tobacco Stripping and Booking Machine
now $450

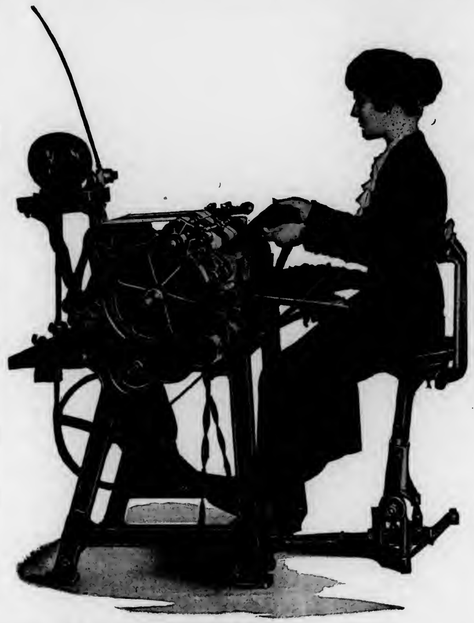
The 1922 Planetary Gear Driven Type

Model M Universal Tobacco Stripping and Booking Machine is also equipped with a double end stop lever

The 1922 Planetary Gear Drive Attachment

offers the following advantages over the (old) belt driven type Model M Machine:

1. Books Fluffy Pads
2. Pads of stock do not slip on the drum
3. Eliminates taping of drive rolls
4. Reduces cost of upkeep and lengthens life of machine.



Reduced Prices Now in Effect

Model M Stripping and Booking Machine	$450.00
Model M (Non-Booking) Stripping Machine	400.00
Individual Motor Drive and ¼ h.p. Motor for Model M Machine	95.00
Model F Stem Crushing and Booking Machine	450.00
Model F (Non-Booking) Stem Crushing Machine	400.00
Individual Motor Drive and ½ h.p. Motor for Model F Machine	115.00
Model P Folding Chair	25.00
Model J Leaf Counting Device	40.00
Model C-3 Three Plate Wrapper Register	60.00
Model D-2 Two Plate Wrapper Register	40.00
Model E-1 One Plate Wrapper Register	20.00
Model W Butt Cutting Device	12 00
Model K Gum Cleaning Device	15.00
Individual ¼ h.p. Motor (Our Standard) for Model M	40.00
Individual ½ h.p. Motor (Our Standard) for Model F	60.00
Individual Motor Drive Equipment for Models M or F	55.00

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY
116-120 West 32nd Street New York

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite. It is made in the most hygienic manner known to cigar manufacture.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

York County Items

(*Continued from Page 11*)

At the Penna. Tobacco Co., 240 North George Street, we found everybody busy, and Nathan Katz, of this firm, reports that they shipped out more leaf tobacco in the past month than in any previous month this year.

The David Forry Tobacco Co., manufacturers of chewing and smoking tobacco, are putting in a number of attractive window displays of their "Grape Juice" scrap. They report sales increasing in all sections, more especially in Philadelphia and Allentown.

H. F. Martin Cigar Co. are behind on orders for "Keen Kutter" five-cent cigar. Hiram says "there's a reason," and while it costs money to use real Havana, there's a third of it in the "Keen Kutter."

H. J. Roth Cigar Co., Bair, Pa., report more business than they can handle.

"Thomas Nelson," corona and invincible sizes at ten cents and two for twenty-five cents, are making a big hit.

Mr. Roth operates several other factories, all of which are working full capacity.

Daniel Eyster, York, New Salem, Pa., says business is increasing on his line of cigars.

Young Bros., York, New Salem, Pa., are working full force and say that trade is holding up well with them.

B. A. Sheffer, Stoverstown, Pa., is busy and working full force cigarmakers.

J. G. Bergdoll is busy trying to catch up on orders for his "York Imperial" cigar.

Taken all in all, the trip around the trade this week has really been a pleasure and everyone seems happy and optimistic.

JAY BEE.

St. Louis Notes

(*Continued from Page 15*)

H. L. Judell, a cigar jobber of San Francisco, California, recently passed through St. Louis and said "Hello" to friends on his way home from New York.

Tobacco dealers in this vicinity are planning a selling campaign, possibly on the co-operative plan, to go into effect in the early fall.

NOVICIO.

BACHIA FACTORY FOR LONG ISLAND

R. A. Bachia, of R. A. Bachia & Co., has recently announced that he will erect a new factory at Wilbur Avenue and Radde Street, Long Island City. He has recently acquired this site and will erect thereon a concrete factory of the most modern construction. R. A. Bachia & Co. are nationally known as manufacturers of fine clear Havana cigars.

WANTED.

Large Eastern Distributor DESIRES LARGE QUANTITIES of Job Lots of Cigars. Cash proposition. Write full particulars. Address Box 449, care of "The Tobacco World."

Business Hints

Here is a thought.

Couldn't you have an "odd lot sale" every month or so?

You could doubtless buy odd lots of cigars, cigarettes, tobacco, and such. You could put them in your show window as though shoveled in with a pitchfork—giving a careless-like effect, you know. You could have large, catchy placards that fairly shouted at people. You would have a few styles marked down at astonishingly low figures—much lower than you paid for them. Other styles would be bargains, though paying you fair profits.

The sale would continue a week, and you would make as much noise during the week as possible.

This is just one of the little ideas wide-awake dealers are constantly using and which helps them play a winning hand in the great game.

A large cigar manufacturer was talking. "Our main feature of this year's effort," said he, "will be to produce high-class personal salesmanship in the retail stores.

"It is a big proposition we have bitten off; and a mighty delicate one. Retailers very properly resent being 'educated' in carrying on their own business, and we will avoid every appearance of that.

"What we will do will be to give demonstrations. Our trained salesmen will go behind the counter, ask the clerk to act as a customer, and the salesman will explain all the features of the cigar and the satisfaction it will yield.

"He will exercise all the psychological arts in doing this, and the clerk will naturally absorb some selling points as he listens, and will use them when he too is selling at future times.

Do you want to get valuable information—real money-making information—at no cost? Of course you do. Then select half a dozen big business men and read all you possibly can about them.

You will find it mighty interesting, tremendously instructive and helpful in a dozen ways.

Take Schwab, Ford, Gary, Vauclain, Tom Wilson, Armour, and any others you wish. Read carefully everything you see about them and paste it in your memory. Pretty soon you will sort of know them. You will know when and where they were born, the companies they head, the many things they do, and how they perform them.

Then almost everything you read of them will give you a valuable pointer. One sentence may show that they take their troubles lightly; another time you may learn that they play golf to keep fit, and not merely for fun; another time you will learn that they give a hearty clasp when they shake hands with a man; another time that they are always courteous to their subordinates.

This careful reading will put these characteristics in your memory to stay. And somehow you will acquire them yourself, to your great advancement and profit.

Anyone Can Sell "Gold Dollars" for Ninety Cents, a Real Salesman Turns "Ninety Cents" into a Gold Dollar!

In Which Class Do You Belong?

Cigar Smokers

Are demanding a high grade five-cent cigar. Are you prepared to meet this demand at a profit to yourself?

Progressive Manufacturers

Are meeting the problem by using Automatic Machinery. Low production costs mean returning prosperity for the cigar manufacturer.

Be Up With The Leaders

Are you keeping abreast of the times? "Machine Made" means "Clean Made." Your cigars will "look better," "smoke better" and "cost less" than your competitors.

Install Cigar Machines Now

Make a "real smoke" for five cents and show a profit for your company.

INTERNATIONAL CIGAR MACHINERY CO.

5520 2nd Avenue - BROOKLYN, N. Y.

EXPERTS ON ALL TYPES OF TOBACCO MACHINERY

"Fresh Work" Cigar Machines "Mold Rolling" Machines

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YORK

The whole secret of the popularity of Bayuk Cigars is Quality and the popularity of these brands makes their low price possible.
BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette St., Phone Franklin 3166

PRINCE HAMLET MAPACUBA
PHILADELPHIA HAND MADE
HAVANA RIBBON
CHARLES THOMSON

Tampa Letter

(*Continued from Page 10*)

manufacturing plant to be permanently located in Tampa. Harry Slavinski, the manager, has been here completing arrangements for the opening, which will occur tomorrow, with as large a force as the available supply of cigar-makers may permit.

The G. and M. Cigar Company is composed of Mr. Slavinski and L. C. Marks of L. C. Marks & Co. jobbers of the Escomado brand, and Samuel Gessler, of Chicago, where he jobs the "Rubini" and "Sam Gessler" cigars. The two jobbers associated in the concern, sold over 4,000,000 cigars last year, and there is no doubt in their minds that with the transference to Tampa of their manufacturing plant and the wearing of the Tampa identification stamp, their output will climb to the 5,000,000 mark or more.

One firm that has outgrown its working room space is the Hava-Tampa Cigar Co. They are completing a new three-story and basement addition to their building located at Twenty-first Street and Tenth Avenue in Ybor City. They recently acquired the San Luis factory located at Maryland and Third Avenues, which provides for 200 workmen in addition to those employed at the Twenty-first Street factory; but needing to add 200 more men, they were compelled to enlarge this building as stated. According to D. Hoyt Woodberry, secretary-treasurer of the Company, with the additional space secured, the daily output will be brought to 140,000 cigars; the production last week of the two factories combined, ran between 125-000 and 130,000 per day. The outlook for our business, said Mr. Woodberry, is so favorable, that we acquired more ground at the rear of the Twenty-first Street factory, having in view the erection of another three-story and basement addition, forty-five by fifty feet, which will give us space to run up our production to about 250,000 cigars per day.

Eduardo Gonzalez & Co., is also adding to their building at the corner of Tenth Avenue and Eleventh Street, a brick basement extension the full length of the building, which will almost double their present capacity. When completed they will be prepared to make an output of over 30,000 cigars per day.

On account of the erection of a brick building for the Ybor City branch of the Tampa Post Office at the corner of Seventh Avenue and Fifteenth Street, which will require the demolition of the old frame building where the Sanchez & Haya factory was originally located, and now occupied by M. Bustillo & Co., this firm will vacate the building, having had the good luck of securing more substantial quarters in the three-story and basement brick building, adjoining the big Sanchez & Haya factory on Fourteenth Avenue.

The campaign to complete the modern building that is in course of construction for the Children's Home, which is conducted by the local lodge of the Elks and the Board of Directors of the Home, has brought forward the charitable qualities of the captains of our cigar industry and their wives, who are responding generously to the call for funds. The first to answer was A. L. Cuesta, Sr., with $1000 following Val M. Antuono, with $500; Celestino Vega, with $500 and Mrs. E. Pendas with $200. The drive to complete the necessary $40,000 to finish the building, will start within next week, and it is safe to predict that a large part of the needed funds will be furnished by the cigar industry in general.

The Rules and Regulations for the teaching of apprentice cigar-makers, have been adopted by the Cigar Manufacturers' Association in general meeting held on the 17th of the present month, and will be put in operation on the 1st day of August next. The main features in said rules are, renumeration to the apprentices in an ascending scale from the start to the end of their tuition, and the time of apprenticeship, which is fixed at eighteen months for cigar-making of both systems, hand or mould. This is a step in the right direction, and one that will secure for Tampa in a permanent manner, its reputation for the best workmanship in the manufacture of the finest cigars in the world.

VERITAS.

CIGAR MACHINE DEMONSTRATED.

Upwards of thirty of the leading cigar manufacturers of Tampa were the guests of the International Cigar Machinery Co., of Brooklyn, at a luncheon in the Hotel Hillsboro, Tampa, last Monday. The cigar manufacturers were assembled for the purpose of showing them collectively the very elaborate motion picture that the International Co. has made of its automatic "out and out" cigar machines.

Although most of the Tampa manufacturers had heard rumors about the new cigar machines, Monday's luncheon was the first time that the machine was ever thoroughly explained to them, and thanks to the moving pictures they were able to gather a very clear conception of how the machines are operated. Much favorable comment was aroused by the exhibit, and judging from the opinions expressed by those present there is a strong possibility that several factories will install machines.

While motion pictures of the cigar machine were being shown in Tampa, the plant of the International Cigar Machinery Co. in Brooklyn was visited by Mariano Alvarez, General Manager for A. Santaella & Co., who are manufacturers of the celebrated "Optimo" cigars. Mr. Alvarez was very much impressed with the work done by the cigar machines, and will undoubtedly have much of interest to tell his fellow manufacturers in Tampa when he returns home next week.

NEWS OF THE "UNITED"

The United Stores Co. of America has opened since January 1, 1922, 263 stores and agencies which gives them a total of 2450 outlets.

It is reported that officials of the company are recognizing a growing tendency on the part of jobbers and retailers to stop price cutting.

The company has resumed payment of a 2 per cent. dividend on their common stock, the first since November, 1921.

NEW FACTORY FOR D. EMIL KLEIN

D. Emil Klein, manufacturer of the "Lawrence Barrett" and other brands, has found it necessary to increase his production in order to meet the demand of the trade for his products, and for that purpose he has acquired the New Brunswick factory of Gans Bros. This will assist the manufacturer in reducing the heavily oversold condition which has existed at his factory for a number of months.

Do you get what you buy?

When you buy Porto Rico leaf, you have an absolute guarantee of the source of growth in the official stamp affixed to every barrel or bale.

This stamp classifies the tobacco accordingly—whether native, foreign, or mixed native and foreign—and in whatever form packed, it comes to you properly stamped as an evidence of protection to your interests.

You should inspect every purchase made. See that the right colored stamp is on the barrel or bale:

—White, for native Porto Rican;
—Pink, for that of foreign growth;
—Blue, for mixed Porto Rico with foreign.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

Study the specimen stamp reproduced here.
Compare it with that on your purchases.

For information write or call:

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
J. F. VAZQUEZ, Agent.
126 MAIDEN LANE - NEW YORK
TELEPHONE, JOHN 1379

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CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
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REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100, Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

News and Comment

Schwab Bros. & Baer, of New York City, recently introduced a new size to the trade under the name of "Epoca Pets." At headquarters they state that the smokers have shown a decided liking for this new size and as the result it is using an increasing part of the factory production.

At the cigar box factory of Nic Althaus & Company, word has been received that A. J. Englehart, of that organization, who is now abroad, expects to return from Europe about Labor Day.

Bernard Schwartz, of the Bernard Schwartz Corporation, Detroit, manufacturers of the "R. G. Dun" cigar, was a New York visitor last week.

Mariano Alvarez, who has been in the North for several weeks, has left for Tampa to speed up production on the famous "Optimo" brand.

Leon Greenbaum, of Los Angeles, California, has recently been appointed Pacific Coast representative for the "Rose De Paris" cigar, manufactured by Starlight Brothers, of New York.

A dividend of 3 per cent. has been declared on the common stock of the American Tobacco Company. It is payable in cash on September 1 to stockholders on record at close of business August 10.

E. K. Manus, of Manus, Muller & Co., is at the New York office of this firm. He expects to return to Amsterdam early this month.

The demand for "El Dallo" and "El Werth" cigars has made it necessary for Wertheimer Bros., Baltimore, Md., to open a new factory at Manchester, Md.

John H. Duys, of H. Duys & Co., is expected to reach New York on the 5th, after an extended trip in Europe. His return was delayed by the illness of his son, who is now convalescing rapidly.

REMOVING SCRATCHES FROM SHOW CASES

A subscriber in Newark sends us the following bit of information from show cases, which may be of value to cigar dealers:

While it is difficult to remove deep scratches, slight ones that have made show-case tops somewhat opaque may be polished out and the transparency of the glass restored by rubbing the parts with jewelers' rouge wet with water on a piece of soft chamois skin or leather. If the scratches are deep, however, they must be ground out with washed flour of emery and water, as is done by opticians in grinding eye glasses, and then the spot is polished with rouge, and described for slight scratches. To do this by hand is rather tedious, and where there is much of this sort of work a buff wheel made of wood and run by a little motor will save time and labor, and fine pumice stone and water should be used instead of rouge.—*Tobacco Record.*

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

EVEN the ministers are now using slogans. Recently a New England minister, wishing to make his sermon both interesting and forceful, called in some business slogans and made them the subject of his remarks.

"Ask dad; he knows" gave him the theme of a mighty interesting five-minute talk.

"His master's voice" was another subject which he handled spiritually in a masterly manner.

"The flavor lasts," and "Eventually, why not now," are symbols of force which he used to drive home spiritual truths.

We are prone to call words "idle wind," but the proper words are like paper holding dynamite. They enclose an irresistible force. And when written from a drop of ink they make millions think.

Let us develop our interest in this matter till we have evolved and selected a slogan, which will in a few words express the esteem with which millions of men regard the soothing influence of the leaf which makes for contemplation, calmness, content and philosophic thoughts.

Think up a slogan. Send it in.

A chain-store owner stated that he binds every manager of his stores with numerous rules and instructions, and exacts a rigid obedience to them. He does not give them much opportunity for the display of personal plans.

Under these circumstances one would naturally expect that a chain store would transact about so much business, regardless of the character and nature of its manager.

But careful study shows that the skill of a manager in one of these stores can add 25% to the volume of the business.

Imagine, then, how much greater influence on the business a skilled manager would exert if he were the proprietor, and had a free hand for action and the increased rewards for his success.

You should send out a questionnaire to yourself, Mr. Proprietor, asking yourself this one question: "Do I add 25% to the volume of the business over what my clerks would do if I were not here?"

If not, you are justified in calling yourself Mr. Punk, and of realizing that if yours were a chain store, you would be hunting for a job.

A Boss, like a king, is hedged about by responsibilities. You owe it to yourself, you owe it to your clerks, and you owe it to your community, to be as good a businessman as possible, and to develop the business talents which are sleeping within you.

The personal touch! Not "touching" people, y'know. Not sticking them up for a loan. But the "getting close," the friendliness, the understanding, the human nature—this is the most valuable asset of your business.

An observing salesman, talking to me this morning, said: "I often see that painstaking, pleasant proprietors, even with crude notions of merchandising, rarely fail in small stores where they come in contact with the customers, while I notice that men of keen merchandising ability, but with an impersonal regard for customers, often do not make out well. The proper attitude towards customers, the doing the right thing at the right time and in the right way, are large factors towards success."

This idea is well worth remembering, particularly by any dealer who may be threatened by chain-store competition. Chain stores represent the highest order of technical selling, but somehow this severe training seems to take the human nature out of clerks, making them cold and impersonal towards their customers.

The drift of the world is now very marked where the individuality of dealers and business men is playing an increasing influence, and every retailer should take advantage of this by strengthening his personality, and his friendship with his customers.

"Every misfortune and every evil contains some good," said a speaker at a recent convention of the National Credit Men's Association—and he recited a number of valuable lessons which the late industrial depression had caused.

One of them was the increasing reliance which businessmen now place upon statistics and careful figures. They do not now open stores and embark on enterprises recklessly and in ignorance. They obtain figures, so they will *know* what conditions they will encounter.

They have also learned that business goes in cycles. They have learned the truth of the rule, that "what goes up must come down." They know business depression will be followed by prosperity, and that prosperity will have depression in its wake.

They know that the proper time to plan for good business is just before good business appears, and that when prosperity is running loose with loud whoops and hurrahs, the time has arrived to take in some sail.

They have learned that the success of business depends on its management, that management consists in attending to many small things and in acquiring knowledge of the changing business conditions.

Managers and proprietors are doing this in ever-increasing numbers.

(*Continued on Page 24*)

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!

ON OUR TOBACCO STEMMING MACHINE

Cigarette Tobacco - Smoking Tobacco - Plug

100 MACHINES IN ONE FACTORY

WRITE FOR FULL PARTICULARS

TOBACCO STEMMING MACHINE CO., INC.

LYNCHBURG, VA.

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Business Building

(Continued from Page 23)

How do you select your clerks? This selecting of clerks is a very important matter. Much more important than has heretofore been believed; for a clerk cuts more ice in the prosperity of a business than we thought.

The old plan was to "hire and fire," and the firing was considered as important as the hiring, because it was done so frequently.

Here is what a big merchant had to say in a little talk.

"The best salesmen are not widely informed men as a rule. The most essential quality in their make-up is personality—and this is composed of tact, good nature, a certain degree of firmness, enthusiasm and will-power. The best salesmen are not too aggressive. They are patient. They know how to nurse a prospect along. They believe in work. Strange as it may seem, the best salesmen are not fluent talkers. The glib conversationalist often talks himself out of business, but the good salesman is always convincing, even though he says but a few words. This presupposes sincerity and knowledge of the goods."

And there you are.

If you need a clerk and have several applicants it may be worth while to give heed to the above ideas as to the qualities which a clerk should possess.

Just a word, Friend Traveling Salesman. Of course you know that personality, friendship, little favors, slight obligations, and such, are really powerful agencies to hold your old customers to you, and to make new ones.

And, of course, you know this is directly the opposite of what was considered the proper thing a few years ago. For then the policy was "Business is business, and friendship don't count."

Yes, the world moves; it grows better. Let us give thanks.

Well, I know one salesman who sort of specializes on giving business pointers. Particularly does he give pointers on the importance of a good location.

When he sees a dealer on the poor side of a good street, or on the good side of a poor street, he gets after him vociferously. "Get where the business is," he says, and he keeps saying it right along.

When he sees a good dealer in a poor town he tells him of a good town where there is a poor dealer, and suggests it may be wise to move.

He has helped scores with his advice, has made lots of friends, has a good trade, and it couldn't be pried from him with a crowbar.

NEW CIGAR FACTORY FOR HAMMONTON, N. J.

L. Mazzeo and F. Agliano have recently begun the manufacture of cigars at 107 Bellevue Avenue, Hammonton, N. J. They will manufacture a line of Sumatra-wrapped Class C cigars as well as a clear Havana line.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

Smoke

C. H. S. CIGARS

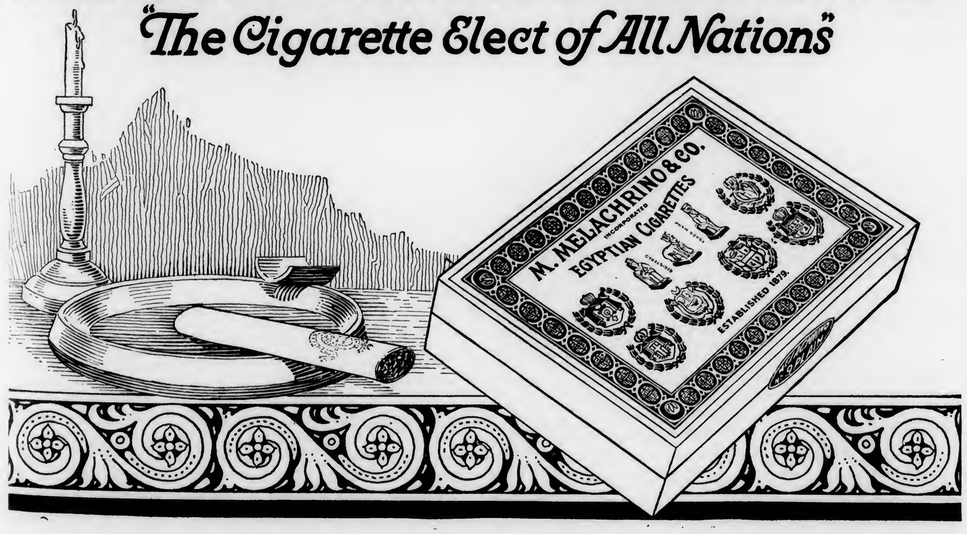
The Best

5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

MELACHRINO

"The Cigarette Elect of All Nations"



Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

KESTUTIS:—42,707. For all tobacco products. July 13, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

KNIGHT ERRANT:—42,708. For all tobacco products. June 9, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

GANS' SUPERVAL:—42,709. For cigars. July 15, 1922. Gans Bros., New York City.

OH JIM:—42,710. For stogies. May 16, 1922. J. B. Gauntner & Co., Cresson, Pa.

COLUMBIA BASIN:—42,711. For cigars. July 5, 1922. S. N. McGee; Pasco, Wash.

HAIG and HAIG:—42,712. For cigars, cigarettes and stogies. March 23, 1922. Harry Marx, Chicago, Ill.

LACKAWANNA TRAIL:—42,713. For cigars. July 12, 1922. Donovan & Bressler, Williamsport, Pa.

PRIDE OF GARY:—42,714. For all tobacco products. July 19, 1922. H. N. Wallace, Chicago, Ill.

BUFFET EXCHANGE:—42,715. For cigars, cigarettes and tobacco. July 19, 1922. American Cigar Co., New York City.

CHARLES RANSOM MILLER:—42,716. For cigars, cigarettes and tobacco. July 20, 1922. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

BATTERY PARK:—42,717. For cigars, cigarettes and smoking tobacco. July 21, 1922. Wm. A. Hollingsworth, New York City.

TRANSFERS

LANGSDORF'S SELECION DE LUXE:—42,598 (Tobacco Merchants' Association). For cigars. Registered April 27, 1922, by Fred Suss, New York City. Transferred to S. H. Furgatch y Ca., New York City, July 7, 1922.

BAER'S QUALITY CUTTINGS:—42,571 (Tobacco Merchants' Association). For smoking and chewing tobacco. Registered April 24, 1922, by The Mendelsohn Co., Inc., Cleveland, Ohio. Transferred to Jack Baer, Cleveland, Ohio, May 9, 1922.

CORRECTED PUBLICATION

GANS' SUPERVAL:—42,709. For cigars, cigarettes and smoking tobacco. Registered July 15, 1922, by Gans Bros., New York City.

NEW MANAGEMENT FOR "70-20-4" FACTORY

The death of the late Joseph S. Flynn has brought about changes at the R. G. Sullivan plant in Manchester, N. H., and James W. Eppley, of the cigar box manufacturing firm of Kimball & Eppley, together with James G. Driscoll, of the leaf firm of Ruth & Driscoll, of New York, become the active heads of this famous establishment.

Mr. Driscoll, who has been in charge of the leaf tobacco purchases of the "7-20-4" factory, will in the future make his home in Manchester, N. H.

GENERAL CIGAR CO. DIVIDENDS

The General Cigar Co. has declared dividends as follows:

Regular quarterly on common stock, $1.50, payable August 1, to stockholders of record July 22.

Regular quarterly preferred dividend, $1.75, payable September 1, to stockholders of record August 24.

Regular quarterly debenture preferred dividend, $1.75, payable October 2, to stockholders of record September 25.

PORTO RICAN CABLES GIVEN MUCH NOTICE

The leading daily papers of San Juan and of other leading trade centers in Porto Rico are featuring under banner heads excerpts from *Tobacco Trade Notes*, the fortnightly publication issued officially under the name of the Porto Rican Territorial Government, edited by Jose Felix Vazquez, the tobacco guarantee agent in the United States for Porto Rico, printed in New York exclusively in Spanish and circulated entirely among the tobacco planters, second hands and other interested parties in the islands of Porto Rico.

The weekly cable reports also transmitted by Agent Vazquez to Porto Rico are reproduced in their entireties by the Porto Rican press. These cables summaries recite exact price quotations as they prevail at the time of cabling and concern the best, the medium and the more ordinary grades of Porto Rican leaf.

Tobacco Trade Notes, Number Two, Volume One, of which has already been given extensive circulation in Porto Rico, summarizes the leaf and cigar markets with thorough dependabilty and with an expert's authority; therefore the leaf raisers and second hands on the island have a safe and sure market guide which should obviate the mistakes of the past and solidify the transactions of the future.

"CORDERO" NOW OPEN FOR DISTRIBUTION

E. P. Cordero & Co.'s famous "Cordero" brand, which until recently has been sold only by "United" cigar stores, became open for public distribution on July 1.

Since that time the brand has been taken on by several jobbers in the West and the jobbing trade throughout the country is showing an encouraging interest in securing the exclusive rights on this brand.

Needless to say, E. P. Cordero & Co. stand behind this brand one hundred per cent. in their guarantee to the smoker that it is a genuine clear Havana cigar.

F. A. ARGUIMBAU BACK FROM TRIP

F. A. Arguimbau, who has been in Quincy, Fla., for several weeks at the plantations of the American Sumatra Tobacco Co., has just returned to New York. Mr. Arguimbau is acknowledged as an authority on Florida-Georgia tobacco and has been a grower of these tobaccos for many years. The American-Sumatra Tobacco Co., which Mr. Arguimbau represents, is the largest operator in Florida-Georgia tobacco in the world.

ABRAHAM H. JACKLES DIES

A. H. Jackles, for the past twenty years general representative for Hull, Grummond & Co., Binghamton, N. Y., died recently at his home in Buffalo after an illness of only a few days. He was sixty-two years old. His widow, one son and one daughter survive him.

HENRY G. ALCES DEAD

Henry G. Alces widely known cigar salesman, died of cerebral hemorrhage on July 26 in Indianapolis, Ind. He had been identified with the cigar industry for the past twenty-five years and at the time of his death represented the Diaz Cigar Corporation.

Mr. Alces was fifty-nine years old. A wife, two daughters and one son survive. The funeral took place from his residence in New York City.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

OUR
1921 CROP
OF
FLORIDA
AND
GEORGIA
WRAPPERS
ARE
NOW READY

We invite inspection at our offices, or samples cheerfully forwarded upon application

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

246.89
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AUGUST 15, 1922

VOLUME 42 NO. 16

THE TOBACCO WORLD

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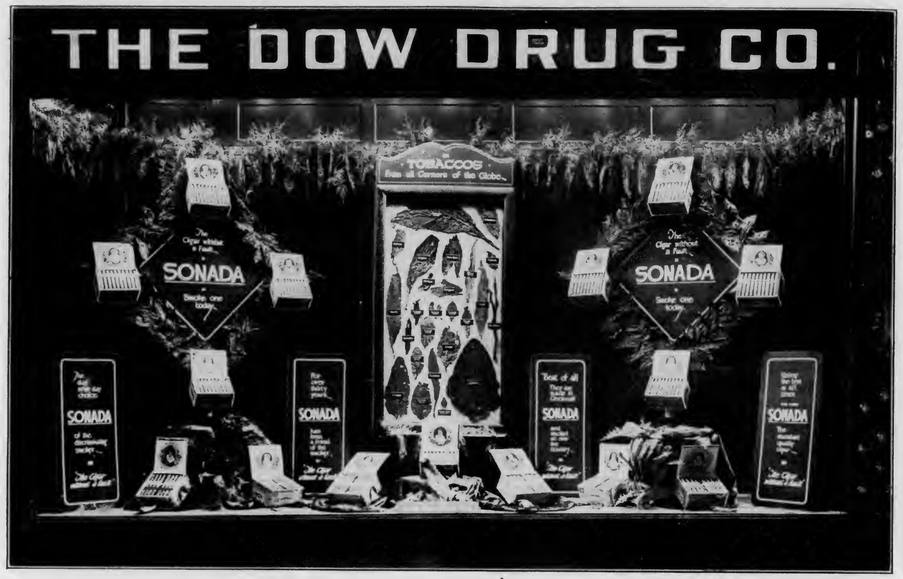
GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.



Why Retailers Prefer Cigars Packed in Wooden Boxes

SALABILITY is the element by which retailers measure merchandise.

Cigars sold in Wooden Boxes sell fast, because smokers prefer to make their selection from a package which shows the entire shape and color of the cigar.

Display stimulates demand, and the handsome lithography with which Wooden Cigar Boxes are decorated is a factor of attention-attracting importance. In addition, the compact, convenient shape of the Wooden Box permits of the most effective presentation in retailers' windows, as well as in their display cases.

(Advertisement)

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

Their Quality has wiped out price distinction in cigarettes

Quality

20 for 15¢

You can't help but like them!

They are DIFFERENT — They are GOOD

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Dealers
CAN NOW GET
DILL'S BEST
THROUGH ANY
REGULAR
JOBBER

J. G. DILL CO.,
RICHMOND, VA.

LA PREFERENCIA.
CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

ROBERT EMMET
CIGARS

3 Factories Busy

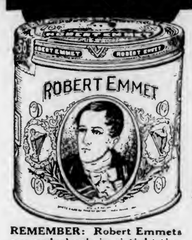
THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar



BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY
MANUFACTURERS
Harper & Seneca Streets Detroit, Mich.

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

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LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transactions. Write full particulars. Address "Distributor," Box 437, c/o "Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

FOR RENT

FOR RENT—FULLY EQUIPPED CIGAR FACTORY AT EPHRATA. Make short or long filler work. Inquire John C. Eck, Akron, Pa. Phone 225-G, Independent phone.

The Tobacco World
Established 1881

VOLUME 42 AUGUST 15, 1922 No. 16

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Manufacturer of
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
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FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Made to Endure

For three hundred years the walls and gates of old *Manila* have withstood the ravages of time. :: :: :: :: :: ::

The Spaniard built of honest stone and cement, and *Manila* is a monument to good workmanship and good materials. And he made his cigars in the same way at the beginning of the industry. *Manila* cigars are made the same way now.

The Philippine Government stamp on a box of *Manila* cigars means good tobacco, long filler, hand-made, Spanish method, to produce the kind of a cigar that will help to build a business reputation. :: :: ::

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Built to Endure

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MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

FAR-SEA-ING FOLKS!

see to it that they always have a good supply of cigar boxes on hand. If your supply is running low why not place an order with us and experience real cigar box satisfaction. :: :: ::

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MANUFACTURERS OF
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Volume 42

THE TOBACCO WORLD

Number 16

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 15, 1922 Foreign $3.50

EDITORIAL COMMENT

IT WILL be well worth the time of our readers to peruse the reply of the Cigar Manufacturers' Association of Tampa to the Federal Trade Commission. It is printed in part in the Tampa letter in this issue.

Obviously the order entered against them is unfair and as in scores of other cases, the association holds that the Federal Trade Commission is without jurisdiction. This has been a repeated charge and has very frequently been upheld by the highest tribunals.

When the *Literary Digest* gets through with its straw vote on the Eighteenth Amendment and the Volstead Act, it might take a vote among the business men of this country to see how they feel about repealing the Act which created the Federal Trade Commission.

THE interest of the Department of Commerce, Division of Simplified Practice, and of the U. S. Chamber of Commerce, in the standardization of cigar sizes should not be without interest to cigar manufacturers, for it affects not only their own production costs, but those of practically every supply branch of the industry.

As we understand it, the idea is to have a frontmark mean a cigar of a definite length and thickness. This would not interfere with some of the fancy names now used as frontmarks, but would mean that any such names would correspond with a specified standard frontmark.

Edward Bok has written that the thing that astounded him most in this country, when he arrived here many years ago, was the tremendous amount of waste. If he had ever looked over the cigar industry he would probably have said a whole lot more, for there is an almost criminal amount of waste in the industry as a result of competition to be or do different from a competitor.

For instance, what does the frontmark, perfecto, mean when one cigar box manufacturer makes twenty-six different sized boxes for twenty-six different cigar-manufacturing concerns and stamps every one of them "Perfecto"?

The larger manufacturers of cigars have long since recognized the value of standardization, and a careful survey of the sizes of the larger manufacturers in the north will prove that they seldom exceed four or five with any given brand.

The part of the road yet to be reached is the standardization of the sizes themselves. And we have no doubt that much will be accomplished eventually by this movement.

INDICATIONS point to an awakening interest in the proposed Tobacco Exposition, and while we had some doubts as to the ultimate success of such plans, nevertheless we heartily endorse such a movement, if it can be made to benefit the cigar industry.

There is no doubt but what some wonderful displays can be made with cigars, and when machinery and supply branches are included there is no doubt but what such an exposition would create a very favorable impression with the consumer.

The consumer is the one to be considered, and if the exposition is decided upon the entire industry should devote its attention to creating consumer interest in the show. If it is gone into at all it should be wholeheartedly and with the utmost enthusiasm.

And the man chosen as the head to represent the tobacco industry should be one who is a doer and a worker, and not a figure-head.

STOCKHOLDERS APPROVE PLAN

The plan of the directors of the American-Sumatra Tobacco Company for the sale of 52,900 shares of stock of the Consolidated Cigar Corporation held by the Sumatra Company, has been approved by the stockholders. This stock is to be offered to Sumatra stockholders for subscription at $36 a share in the ratio of thirty-two shares for each 100 shares of Sumatra, either common or preferred now held.

PHILADELPHIA.

SERVICE CIGAR CO. BUSY

I. Leavy, of the Service Cigar Co., is devoting his attention to increasing production on his five-cent smoker which seems to be attracting the attention of the consumer in constantly growing numbers. In addition he has some excellent trade on his "La Vey" and "Service" brands which he is attractively featuring.

Mr. Leavy has been absent from his factory for several days owing to the death of his sister.

MAX LIPSCHUTZ BACK FROM MIDDLE WEST

Max Lipschutz, president of the Progressive Cigar Co., is again at his desk after a business trip which included Detroit, Cleveland and Pittsburg. Mr. Lipschutz reports that he found business very good. M. Cravis states that business locally is excellent on the "Madame Butterfly" brand but that the help situation is becoming increasingly difficult.

F. C. SCHAIBLE CO., REORGANIZED

The F. C. Schaible Cigar Co., has recently reorganized with J. Durbin Acker as president, R. G. Dilley, treasurer and William F. Muth secretary. Their future brands are "La Parima" and "Clitus." They also manufacture the "Martindale" and "Mitchell-Fletcher" as private brands for these well known houses.

"BLACKSTONE" AHEAD OF PREVIOUS RECORDS

Paul Brogan, head of Dusel, Goodloe & Co., reports that notwithstanding unfavorable conditions in certain sections, "Blackstone" cigars are running ahead of all previous records.

"Pennsy," the five-cent brand is doing better than ever, and a branch factory has been opened at Denver, Pa., and is now producing 40,000 cigars weekly in order to overcome the present oversold condition now existing on this brand.

"Blackstone" and "Chancellor" cigars, distributed by this house, were smoked at the business sessions of the Cigar Box Manufacturers Convention last week, while the "St. Regis" size of "Websters" were the after-dinner choice at the annual banquet.

Howard Farrand, sales manager, is now travelling through the State and reports business remarkably good for August. Mr. Brogan states that so far this year his house has opened one thousand additional accounts.

"LA PALINA" STILL MILLIONS OVERSOLD

The buildings at Third & Spruce are being demolished rapidly preparatory to the erection of the fine eight-story factory and office building of the Congress Cigar Co.

When asked if more factories would be acquired to meet the constantly increasing demand for the "La Palina" cigar, Willis Andruss, general sales manager, stated that they would acquire plants suited to their requirements, if found. "La Palina" continues millions oversold each month.

Mr. Andruss has recently opened accounts on "La Palina" with the Kleinebest Sales Co., Allentown; Joseph Friedman Est., Bethlehem; and Paul W. Kahler, Reading, Pa.

"MEN-DE-LION" BEHIND ON ORDERS

At the Eiseman Cigar Co., Jerome Levi states that the demand for the "Men-de-Lion" brand is so great that they are now three weeks behind with their orders and shipments are now going forward by express. In addition to twenty-seven hundred active accounts in this city, a number of new jobbing accounts have been added in different territories throughout the country.

NEW NICKEL BRAND GOING GOOD

Sam Olster, of the Ruyera Lopez Co., states that they are now producing their new nickel brand at the rate of thirty thousand weekly and are several weeks behind in filing orders. The "Ruyera Lopez" brand is now being distributed in several new territories through recently acquired jobbers in these sections.

G. E. SCHAIBLE CO. NEW CIGAR FIRM

Another new cigar concern has made its appearance in this city under the name of G. E. Schaible Cigar Co., at 3952 N. Ninth Street. F. C. Schaible, who recently severed his connection with another cigar manufacturing concern, will have charge of the manufacturing end of this business.

The firm will feature the "Marvin" cigar in classes A to C, and will produce it in the brevas, club and perfecto shapes. The five-cent size has caught on and many repeat orders for this cigar are coming in daily. The brand is a long filler with a Java wrapper.

"ROBERT FULTON" DALTON CO. LEADER

"Robert Fulton," the nickel leader of the M. J. Dalton Co., is reported by manager Taylor to be showing a steady increase in demand, and despite the slight dullness of the vacation period the call for cigars is very good. The Tampa Cigar Co. is putting out a five-cent cigar under the title, "O-U-No." Large shipments of all Havana importations are coming in steadily.

"BOLD" SELLING IN LARGER NUMBERS

Apropos of the figures showing the decline in the business on Class B cigars, Mr. Pike of Bobrow Bros., states that their "Bold," retailing at two for fifteen cents is selling in larger numbers than ever before. Not only is there no signs of a slackening of the sales on this brand but the other nationally known brands of this house, "Recall" and "Topic" continue to show increasing strength in many territories.

LARGER QUARTERS FOR "DELLA CASA"

The increasing demand for "Della Casa" cigars manufactured by the El Predomino Cigar Co., has made it necessary for that firm to seek larger quarters and they will remove this month from the Cherry Street location to a new factory at 110-112 N. Second Street. William Bushell, a partner in the firm, visited the factory last week but the demand for "Della Casa" keeps him on the road most of the time.

H. L. BEDARB JOINS P. C. FULWEILER

P. C. Fulweiler & Bro. Co. are to be congratulated on the acquisition to their organization of H. L. Bedarb, formerly secretary and sales manager for the Juan F. Portuondo Cigar Manufacturing Co.

Mr. Bedarb will act as advertising counsel and sales manager for P. C. Fulweiler & Bro. Co. All those who know Mr. Bedarb not only wish him every success, but see in his new position a larger scope of activity for his abilities.

Mr. Bedarb has in his "grip" the new Fulweiler brand "Ivanhoe," which is a Havana long filler, Sumatra wrapped cigar. Along with this he will show the well-known "La Madrid" and "Marietta" brands, which have been marketed by the house of Fulweiler for many years.

LIBERMAN REPRESENTATIVE HEADS SOUTH

H. L. Bush, representative of the Liberman Mfg. Co., left on August 7 for an extended southern trip in the interests of their new scrap bunch machine and other well-known facilitating devices which this company manufactures.

LOUIS L. TELLER DEAD

Louis L. Teller, retired cigar manufacturer of this city, died August 6 at his home in the Majestic Hotel. Heart disease caused his death. He was ill but three days. Mr. Teller was 73 years old. Interment was made in Mount Sinai Cemetery.

"BILL" BAILEY OFF ON TRIP

Wm. H. (Bill) Bailey, of Second and Arch Streets, is off on a trip along the Jersey Coast, combining business with pleasure. They have recently added fifty more cigarmakers in their up-State factory, and here in town they have placed two new delivery trucks on the street to meet increasing business. Wm. H. Bailey, Jr., is in the South on a business trip.

About Town With F. A. T.

Ben Straus, representative of A. Santaella y Ca., was in town last week looking after the sales on "Optimo." He states that the brand is selling in phenominal fashion.

Mr. Furst, of the Jobst-Bethard Grocery Co., Peoria, Ill., was in town last week.

Samuel Klein, of Cleveland, Ohio, stopped off in the Quaker City recently.

Edward Schnoor, of the Schnoor Cigar Co., Wichita and Kansas City, called on cigar manufacturers in this city last week.

A. E. Stocker and Robert Gressett, of Canton, Ohio, paid a visit to Dusel, Goodloe & Co., the other day.

Thomas D. Fisher, of Weidman, Fisher & Co., Tampa, Fla., made a flying trip to Philadelphia recently. "Tom" hurried back before the Atlantic Coast Line stopped running.

Ray Clarke, of Dreux & Co., New York, was a recent caller in the trade.

Fred Suss, of S. Furgatch y Ca., is spending his vacation in Philadelphia. He reports conditions very fair and looks forward to a good fall and winter business. He takes the road again on September 5.

B. Frank Cressman has returned to Third Street headquarters following his return from Europe.

Bayuk Bros. report through J. O. Davis that they are now experiencng difficulty in keeping up production to meet the demands of the trade for Bayuk products.

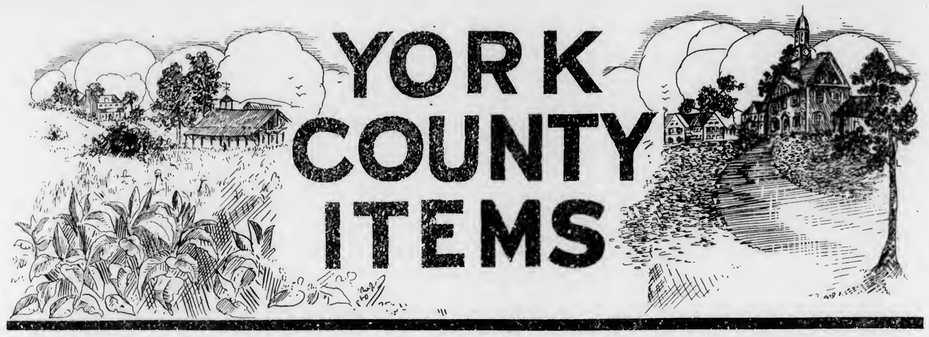
ANOTHER COMPLAINT ISSUED

Washington, D. C.

The American Tobacco Company, of Jersey City, N. J., and the Chicago Tobacco Jobbers' Association, a corporation consisting of Chicago tobacco jobbers, dealing, in a large part, in the products of the American Tobacco Company, are named as respondents in a complaint just issued by the Federal Trade Commission. The officers of the association are: David M. Zolla, president; Mrs. William Callahan, secretary. And its members are: Samuel Bloom, J. F. Bambas & Company, Carlson Brothers, Chicago Tobacco Company, Bridgeport Tobacco Company, Nathan Fox Company, J. & B. Moos, Morris Cohan, P. J. Rubey Company, Thomas Slader, David M. Zolla, W. Kennedy & Sons, South Shore Tobacco Company, J. Pines & Sons, Hesser Brothers, Charles Barker Company, David S. Schaffner, Solomon Brothers, South End Tobacco Company, all of Chicago.

The members of the Chicago Tobacco Jobbers' Association, the complaint alleges, entered into an agreement among themselves to fix uniform prices at which tobacco products handled by them should be re-sold, and refused to sell such products to sub-jobbers and retailers who would not agree to sell at such fixed prices.

The respondents are given thirty days in which to answer, after which the case will be tried on its merits.



York, Penna., August 12, 1922.

This district is surely coming back to its old time position as leader in cigar production; one can see the signs of improved business all around, and to see the numerous ads in our daily papers for "help wanted" in cigar factories, none but a real "dyed in the wool" pessimist could find fault with conditions in the cigar and tobacco business now. About the only real problem in sight is that of shortage of good cigarmakers, which will, as usual, have a tendency to make the manufacturers bid up wages again, regardless of a living profit on output.

San Telmo Cigar Manufacturing Co., rear No. 42 North George Street, have opened again and are advertising for strippers and cigarmakers; they expect to start with about 75 cigarmakers.

Manchester Cigar Co., Lamour Street and M. & P. R. R., are also in need of more cigarmakers. This firm intends to open several more factories in this vicinity. Their "Havana Cadet," Corono size, is certainly selling well with their trade.

E. P. Gillespie, North George Street, cigar manufacturer, is very busy on his line of cigars. Herbert B., of this firm, says that they could use more help.

J. G. Bergdoll has added a new size to his brand, "York Imperial," large club house, which sells at three for fifty cents. This gives him five shapes and sizes on this very popular brand, and you see the "York Imperial" in all places where good smokes are handled.

S. F. Kridler, Boundary Avenue, reports business on his regular brands cigars as very satisfactory.

C. H. Smeltzer, of The Richmond Cigar Co., Red Lion, says that their brands, "Henry Miller" and "George Hunt," both five-cent cigars, are going big.

Chas. A. Rost, of The Rost Tobacco Co., Lancaster, reports trade good with large sales of 1920 and 1921 Penna. tobaccos.

John Fidler, of J. W. Minnich Cigar Co., Dallastown, says business is improving on their regular brands cigars.

Wolf Bros., Red Lion, will open a branch factory at Felton, to help take care of increased business on their brands, "Jaz," "Master Man" and "Elbenedicto," all nickel cigars.

The other day we met "Ollie" Butterwick, of H. Duys & Co., Inc., New York. Ollie is all smiles since his return from New York, where he inspected his firm's holdings of Sumatra and Java tobaccos. To hear "Ollie" make his "spiel" one would surely be convinced that his goods were sure THE goods to buy. Well, why not; when a salesman has full confidence in his house, his goods and his own ability, why should he hesitate to do business? "Ollie" tells me he has closed some very nice deals the past few weeks.

W. H. Snyder & Sons, Windsor, are still adding cigarmakers to their already large force, turning out "Pollyanna" and "Country Club" cigars.

W. & C. Frutiger & Co., Red Lion, have opened a branch factory at Felton, running thirty hands.

Simon Solomon, of Chas. W. Solomon, New York, is calling on the York County trade and reports having consummated several large sales of tobacco; also says that the market on Pennsylvania fillers has gone up and that Pennsylvania fillers are being cleaned up, owing to the fact that many of the manufacturers are starting to make long filler nickel goods.

August 12 was one big day for a large number of the cigar and tobacco fraternity. Simmons Park, Dallastown, was the place, the event being the annual picnic of York Council No. 351, United Commercial Travelers of America, our guests being Harrisburg Council U. C. T., and through the untiring efforts of Brother Harry Wright of The Johnson Paper Co., he was able to bring down about a hundred members and their families, most of them coming down by auto. Mr. Wright had many compliments for the fine roads on the way from Harrisburg, through York to Dallastown, saying we certainly had made progress along the line of good roads.

Hiram Martin, with all his little Martins, was also there. Ollie Butterwick was boss of the entertainment committee, and of course made good.

Councillor C. E. Kohler, of The John H. Baker Tobacco Co., also pulled down a prize.

W. T. Patterson, of The H. F. Martin Tobacco Co., was a busy man, especially so on the dance floor; seemed he could not miss a dance, but of course there was a reason, same reason being an attractive brunette.

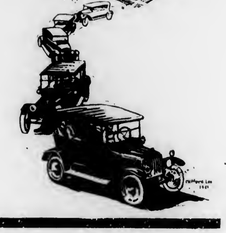
Some one asked why Grand Treasurer Bodie, of Philadelphia, Martin Bergdoll and Voigts, spent so much time in "Bergie's" Ford; they figured that there must have been a special kind of Coco-Cola on draft.

The committee decided to make arrangements with Harrisburg, Lancaster, Reading, Allentown and Chambersburg Councils U. C. T. for a joint picnic next year.

These gatherings of the Knights of the Grip are sure to be of lasting benefit towards building up good feeling and brotherhood in the fraternity.

JAY BEE.

DETROIT



Mike Thinks H. L. W. is Sold on the Wills-St. Claire—Al Tobias Now Selling "R. G. Dun" Cigar—Howes-Shoemaker Co. to Distribute "Girard" Cigar—Charlie Bird to Operate New Stand—Bill Drake Telling Fame of "Harvester"

Detroit, Mich., August 10, 1922.

DETROIT trade leads country, the increase in Detroit's retail trade of June this year over the same month last year, exceeds that of any other city in the United States, according to figures made public by the Federal Reserve board, which showed an increase of 14.8 per cent.

The miner's and railroad shop worker's strike has caused a severe shortage of coal, and the famine is causing serious embarrassment to many small utility companies through the State. Detroit manufacturers have not reached a crisis thus far in the fuel troubles, but many large shippers in the State have been obliged to close some departments and in some instances to reduce their working force temporarily because of the scarcity of freight cars.

Jose M. Pendas, president of Jose M. Pendas Company, manufacturers of "Bonded Havana Segars," was a recent visitor to the Motor City looking over trade conditions regarding clear Havana cigars.

H. L. Wadsworth, president of the Worth Cigar Company, has returned from a thirty days' trip in the oil fields of Montana. Mr. Wadsworth was accompanied on the journey by four of his business associates who are developing their oil interests in that State, viz., Frank P. Book and A. E. Holton, of Detroit; P. J. Orthwein, St. Louis; and E. C. Farmer of Muskegon, Mich. Before departing from Detroit, this group of young capitalists, had shipped ahead four Wills-Sainte Claire Touring cars of the latest design and equipment, which were used in touring the oil belt and a sight-seeing trip through Glasier National Park. Over three thousand miles were traveled and they declared the Wills-Sainte Claire car to have the speed of an aeroplane, a hill-climbing artist and a wonderful riding car with the latest word in comfort. They recommend the Wills-Sainte Claire car to tourist and travelers.

"Defeat is only fatal when one defeated considers it so. Nearly all success is attained over a succession of defeats."

Chas. Bird, who has one of Detroit's best cigar stores, which is located in the Book Building, will operate the cigar stand in Oscar W. Gorenflo's new drug store at Washington Boulevard and Grand River Avenue.

James Walsh (M. Melachrino & Co.) signed the TOBACCO WORLD register at Bert Johnson's this week. "Melachrino" cigarettes enjoy a big sale and are very popular with the Detroit smokers.

Al Tobias, who formally worked the State for the Harry W. Watson Company, has accepted a position with the Bernard Schwartz Cigar Corporation, and is working the city on "R. G. Dun" cigars. Al has had many years experience in the cigar business and has many friends in the trade, who, will no doubt help him in putting "R. G. Dun" cigars over the top.

Howes-Shoemaker Co., have taken on "Girard" cigars (Antonio Roig & Langsdorf) for distribution in Detroit and vicinity. This live organization is headed by two hustlers, B. L. Howes and C. H. Shoemaker, both long members of the cigar fraternity, well known and popular with the trade. Other brands distributed by this firm are "Emerson," (Frank P. Lewis Cigar Co.) and "Rose-O-Cuba," (Fleck Cigar Co.). Both of these brands are enjoying a very satisfactory sale here, and the many attractive window displays are pushing these brands to the front.

J. B. Annis (Gradiaz, Annis & Co.) "Don Julian" & "Ruy Lopez" cigars, was a recent visitor to dynamic Detroit and signed the TOBACCO WORLD register, before departing for the west.

"Even in summer, the open fire-place has its uses in the tobacco chewing belt."

Soper's Cigar Store, in the Dime Bank Building, are showing a very attractive window display of "Hoo-Hoo" (Cuesta, Rey & Co.) cigars, which are retailing at ten cents, 3 for 25 cents. Mr. Manheim, says this brand and size is proving a very ready seller with their trade.

Alfred W. Penner, (G. Falk & Bro. Inc.) New York, N. Y. was a recent visitor to the city and signed the TOBACCO WORLD register at Bert Johnson's store.

"Red" Clysdale, the congenial greeter of the Library Park Hotel has returned from a two weeks trip to Wolfe Lake, his olive brown complexion tells the tale of many days spent in the open. His fish stories are wonderful and exciting and the Detroit taxidermists are now busy with his catch.

Joe Mainzer (L. & H. Stern, Inc.) called on the trade here this week and reports a very satisfactory business on his line.

F. W. Holton, of the Holton Distributing Company, local distributors of "El Moro" and "Reynaldo" cigars, reports business good and showing a steady improvemnet. F. W. is often seen on the

(*Continued on Page 12*)

Detroit Letter

(*Continued from Page 11*)

boulevards driving his Peerless 8, while his father C. J. makes the vicinity in his new Big Six Studebaker.

Elmer Eppstein (Frank P. Lewis Cigar Co.) "Emerson" cigars, was a recent visitor to the city of Detroit, and reports a very satisfactory sale on his brand.

"You will never have a future if you spend your time regretting the past."

Leo F. Weiss, sales manager for Antonio Roig & Langsdorf, manufacturers of "Girard" cigars, has been with us for a few days making the rounds of Michigan. J. H. Keogh, State representative is making the territory with Mr. Weiss.

The Recreation Building Cigar Store, have a very artistic and attractive window display of "Paid In Full' cigars. Miss Nelson tells me "Paid in Full" are very popular with her customers and that this brand is going over big.

N. B. Hubble, representing the I. Lewis Cigar Mfg., Co., Newark, N. J., has been with us for several days, working on "John Ruskin" and "Seidenburgs After Dinner." Both of these brands are now open accounts and Mr. Hubble reports very satisfactory business with the new accounts that he has opened here, as well as the large retailers that he is selling direct.

E. M. Freeman, of Sid J. Freeman & Son, called on the trade here this week and signed the Tobacco World register at Watkin's Cigar Store.

William "Bill" B. Drake, of "Harvester" fame, is in our midst again, giving the town the once over. Claude E. Howell, is the local distributor of "Harvester," and his star salesman, Bill Thornton, is showing the Drake around the city.

Jack Wilderman (Fleck Cigar Co.) "Rose-O-Cuba" cigars, has been with us for a few days working with the sales force of the Howes-Shoemaker Co., promoting the sales on "Rose-O-Cuba."

"It's a long drop if you are pushed off the top of the ladder of success."

Tom Thurlby, formerly affiliated with the Great Lakes Cigar Co., has accepted a position with L. H. Stradly, distributor of "Don Antonia" and "Meditation" cigars. Tom has been placed in entire charge of the cigar department and confines his efforts to the placing of these two brands on the Detroit market.

B. F. Pyle (Wohl & Comstock Co.) was a recent visitor who signed the Tobacco World register at Bert Johnson's.

A. A. Gumpert (Gumpert Bros., Phila.) "La Morena" cigars, called on the Detroit trade recently and reported a very satisfactory business.

The Central Cigar Co., with "Stores all over Town," are showing many attractive windows on "Harverter" and "Dutch Master" cigars. Both of these brands enjoy a very large sale in our vicinity.

G. W. Mason (Josephson Bros.) New York City, was with us for a few days last week, looking over trade conditions in Detroit.

The Subway Cigar Store, 745 Griswold Street, are featuring "Garcia Grande" cigars this month. Several line-ups in the cases of the various sizes and window displays are helping to push this brand to the front. Lou Oliver, manager, tells me his sales on this brand are great and that his general business is improving each day.

H. G. Morris, New York City, N. Y., called on the trade here last week and signed the Tobacco World register before departing for the east.

Albert F. Rassenfoss, salesmanager of the Heckin Can Company, Cincinnati, Ohio, was a recent visitor to the the city of Detroit.

During the past two weeks the window artists have been very busy and many attractive displays have been seen throughout the city, viz.: "Optimo," "Dutch Master," "Emerson," "Las Vegas," "El Producto," "La Palina," "Robert Emmet," "Webster," "Mapacuba," "Planco," "Sol-Smith Russell," "Blackstone," "Chancellor," "El Dallo," "Robert Mantell," and numerous other brands worthy of mention.

The Tobacco World has the news, do you read it, if not, why not? We will send you twenty-four copies for two dollars, so let's hear from you. Subscription blanks can be obtained at any cigar store in the city and "Mike" will keep you posted on old home news.

Mike of Detroit

NEW DIRECTORS FOR CONSOLIDATED CIGAR CORPORATION.

At a recent meeting the Consolidated Cigar Corporation increased the Board of Directors to eighteen. The new directors are: Eltin Parks, representing the Brady interests, Samuel McRoberts, of the Metropolitan Trust Company and Joseph W. Herriman of the Herriman National Bank.

FLOR DE MENDEL BRANDS SOLD.

Control of the brand Flor De Mendel, formerly manufactured by Mendel & Company, New York City has been purchased by William Maier. The manufacturing of this cigar to be continued at the old address and the same quality to be adhered to.

Mr. Maier was connected with the Chancellor factory for a great many years and knows the cigar manufacturing business from the ground up.

LEAF TOBACCO CLUB ORGANIZED

Application will be made to the Secretary of the State at Albany by the Tobacco Club for Charter. After the granting of the charter, arrangements will be made for the election of officers. Headquarters of the club will be in the Cable Restaurant Building and about eighty local tobacco merchants have signed their intention of joining.

EMANUEL J. WEIL DEAD OF HEART ATTACK

Mr. Emanuel J. Weil, son of the late Leopold Wile, a pioneer packer of Wisconsin and Pennsylvania tobacco died at the Innwood Club, Innwood, L. I. on August 10th, following a severe heart attack.

Mr. Weil had been on a visit to the Wisconsin Tobacco district together with Paul Hirschhorn only about a week before his death. He was very well versed in the tobacco business, and the trade as well as many personal friends deeply regret his loss.

His widow, Mrs. Beatrice Weil and two sons, Robert L. and George F. and two brothers, Arthur C. and Stanley L. survive him.

The funeral took place on Sunday morning August 13th in his late residence, 260 West Seventy-sixth Street, New York City.

TAMPA

Manufacturers Reply to the Federal Trade Commission—Jose Arango Back From Havana—Manuel Corral in Spain—E. C. Berriman Expected

Tampa, Fla., August 10, 1922.

THE widespread publicity given to the order of the Federal Trade Commission in the case of the alleged corner on cigar boxes by the Cigar Manufacturers' Association of Tampa, by which this organization was made to appear monopolistic and dictatorial in its methods, will give special interest to the reply filed with the commission by Kenneth I. McKay, attorney for the association, in a document signed by the President and Secretary in behalf of its sixty-six associated members; and while the extension of that document, embodied in seventeen pages of single space typewritten lines, precludes the possibility of its publication in full, a copy of a few paragraphs will sufficiently illustrate the position taken by the Association, which is one of respectful resistance to the order of the Commission, and of reassurance of the rights of the Association in making contracts for the supply of boxes to its members. The copy of the few paragraphs of the reply of the Association follows:

Federal Trade Commission v. Cigar Manufacturers' Association of Tampa, Florida, et als.

In accordance with the concluding paragraph of the order entered by the Federal Trade Commission on May 22, 1922, in the above matter, the Cigar Manufacturers' Association of Tampa, Florida, submits the following statement in writing, setting forth in detail its unwillingness to comply with the orders entered by the Federal Trade Commission in this cause and its reasons for declining so to do, and in so doing this respondent does not waive any of the matters or things urged by it as defenses under the law and the evidence at the previous hearings in this cause.

This respondent respectfully submits that the findings of fact as made by the Federal Trade Commission are unjustified by the evidence, without authority of law, and are beyond the scope of any findings that could be lawfully made by the Commission under the complaint filed in this cause.

The findings of fact will be briefly reviewed and excepted to in the order in which they appear in the findings issued by the Commission.

Findings As To The Facts:

Paragraph One:

(a) The President of this Association is now Laureano Torres. Its treasurer is now A. L. Cuesta, Jr., and its secretary is A. Ramirez.

(b) The membership of this Association consists at present of the following persons, firms and corporations: (the names of sixty-six cigar manufacturing concerns follow) on whose behalf, individually and collectively, this reply is filed. These cigar manufacturers are not only engaged in the manufacture of cigars for sale and shipment in interstate commerce, in competition with other manufacturers of cigars at Tampa, Florida, and elsewhere in the United States, but they are engaged *in active competition with each other*, as fully as with any other manufacturers, and the failure of the Commission to so find is unfair and unjust to these respondents.

* * * * * * * *

Paragraph Six:

(a) These findings of fact are inaccurate. The Internal Revenue District in which Tampa, Florida, is situated comprises the entire State of Florida. The production of 417,995,788 cigars for the year 1919 was that only of such factories as purchased internal revenue stamps and made their reports to the office of the Deputy Collector of Internal Revenue at Tampa. It does not include the production at Key West, Florida, Miami, Florida, Jacksonville, Florida, and other places in the State of Florida, in which cigars were extensively produced. This finding also totally ignores the undisputed evidence as disclosed by respondents' Exhibit No. 20, that the total production of cigars in the United States for the year 1919 was 7,785,592,891, and for 1920 was 8,608,900,092, and that figures, when compared with the findings of the Commission that of the total production of 417,995,788 cigars for 1919 in the Tampa territory, substantially 94.5% were produced by the factories that were members of this Association, the interference, if any, with interstate commerce, as shown, is infinitestimal and does not in any way injuriously affect the public, and therefore, on these findings, the Commission should have found that no cause existed for the entry of an order.

(b) These findings are also inaccurate. It does not appear that the number of manufacturers not members of the Association was at all times greater than the number of members. On the contrary it appears from the evidence that very few factories in the City of Tampa or vicinity existed that were not members of the Association, except during the period of the cigarmakers' strike, when a large number of one or two man factories were opened for temporary purposes only. The undisputed evidence shows that these factories were mere make-shifts, were not opened as permanent institutions, and were abandoned as soon as labor conditions became settled.

* * * * * * * *

(*Continued on Page 16*)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A LAST-MINUTE change of heart on the part of the Senate Finance Committee may save the importers of cigar bands a considerable amount of money when the new tariff bill becomes effective. Taking the matter of rates on labels and bands upon the floor of the Senate on August 4, Senator Smoot, in behalf of the committee, recommended that the original rates proposed in the committee's report on the bill be decreased, to which action the Senate agreed.

As passed by the House of Representatives, a rate of 30 cents per pound was provided for cigar bands, printed in less than eight colors (bronze printing to be counted as two colors) but not printed in whole or in part of metal leaf. When the bill was reported by the Senate committee, the rate was increased to 45 cents per pound, which was reduced to 35 cents by the Senator's amendment.

"The action of the committee in receding from the outrageously high rate proposed by them in the first place is to be commended," said Senator Walsh, of Montana, in speaking on the subject during the debate, "but the reduction proposed is comparatively insignificant. Possibly the Senate might be interested in learning just exactly what these specific rates in this particular paragraph mean when converted into *ad valorem* rates and compared with the rates in existing law.

"This paragraph includes a large number of commodities made of paper. Thus, cigar bands, labels and flaps of less than eight colors are included. The present law subjects these to a duty of 28.08 per cent., and that is raised to 73.4 per cent. If those come from Cuba, they bear a rate under the present law of 6.55 per cent., which becomes 14.7 per cent. under the pending bill.

Cigar labels, flaps and so forth, in whole or in part printed upon metal leaf, are subjected, under the present law, to a rate of 34.05 per cent., and that is increased to 73.5 per cent. I am not particularly interested in this commodity, but I dare say that the manufacturers of cigars throughout the country will find this no small burden."

The Senate agreed to a rate of 50 cents per pound for cigar bands printed in eight or more colors (bronze printing to be counted as two colors), but not printed in whole or in part in metal leaf. The House rate was 40 cents per pound, which the Senate committee originally increased to 60 cents.

Cigar bands, printed in whole or in part of metal leaf, will carry a rate of 65 cents per pound, in lieu of the 82½ cents per pound originally recommended by the committee. The House bill provided a duty of 55 cents per pound.

No change was made in the section providing that bands, labels and flaps not exceeding 10 square inches cutting size in dimensions, if embossed or die-cut, shall pay the same rate of duty as provided for cigar bands of the same number of colors and printings, but that no extra duty shall be assessed for embossing or die-cutting.

Lithographed bands, however, carry considerably higher rates than provided in the House bill, although Senator Smoot made some concessions when the measure was being debated. These are covered by the rates provided for all articles not specifically mentioned. Where the thickness does not exceed eight one-thousandths of an inch, the rate will be 30 cents per pound; between eight and twenty one-thousandths of an inch and less than 35 square inches cutting size in diameter, the rate will be 10 cents per pound, in lieu of the House rate of 8½ cents and the original committee recommendation of 12¾ cents. If exceeding 35 square inches cutting size, the rate will be 9½ cents instead of 8 cents as provided by the House and 12 cents as provided by the committee report. In addition to these duties, if the articles imported are die-cut or embossed, they will carry a rate of ¾ cents per pound, in lieu of ½ cent as provided by the House, if between eight and twenty one-thousandths of an inch in thickness, instead of 6 cents as provided by the House and 9 cents as originally recommended by the committee. If both die-cut and embossed the rate on goods between eight and twenty one-thousandths of an inch will be 1 cent, as provided by the House, the committee having receded from its recommendation of 1½ cents.

Tobacco dealers who advertise that their merchandise may be purchased by mail, C. O. D., with the privilege by prospective patrons of inspection before acceptance and the payment of charges will shortly find themselves unable to advertise through the mails unless they discontinue this practice.

Ever since the establishment of C. O. D. service there has been a rule in effect prohibiting postal employees from permitting addressees to open packages for inspection before acceptance. Instructions have been sent to all postmasters to refuse hereafter to accept for mailing any packages containing labels stating that the recipients may open them before paying charges, and to report to the Post Office Department at once any firms or individuals whose advertisements hold out this privilege. Under the control which the Post Office Department exercises over advertising matter, the transmission by mail of advertisements that merchandise may be examined before accepted may be easily stopped.

A number of complaints are received regularly from patrons of the postal service that they are not permitted to open packages before acceptance, although the senders assured them of the privilege, and great difficulty has been experienced by carriers in convincing patrons that they are not entitled to inspect C. O. D. parcels.

The rapid handling of money in some of Washington's specialty houses on Government pay days when the flood of customers is more or less continuous during a brief period of time is a big problem to the merchants. Stores where the sales are comparatively small in amount feel this condition the most. Drug stores, cigar stores, and establishments of that type are called on to cash large bills to take care of a small purchase.

The People's Drug Store, of which there are quite a number in Washington, each of which maintains a very complete line of cigars, tobaccos, cigarettes, etc., instruct their cashiers to make folds of four one-dollar bills each during the intervals between busy periods. The cashiers state that not only do these folds save time when the rush is on in earnest, but it has a tendency to increase accuracy. They find that keeping from ten to twenty of these folds on hand is very helpful, not only in making change for five dollar bills, but in handling tens and twenties. The small change is counted out by a mechanical money changer.

Competition in the cigar industry has caused the manufacturers largely to disregard the sizes and shapes by which the smoker formerly identified the cigar of his choice, and to put out a large variety of sizes under a name such as perfectos, panetellas, etc., according to the Fabricated Production Department of the United States Chamber of Commerce, which has undertaken the task of bringing about a standardization of cigar sizes. The supposed ability to select cigars by such names as Brevas, Conchas, Epicures, Perfectos, Panatellas, Londres, Cabinets, Bouquets, etc., is today largely a fallacy, it is declared.

The question of prices had much to do with this change, and the jobber, distributor, and retailer have all be responsible for it. A slight change in the length of shape of a cigar may materially affect its cost, and the desire of retailers to have, say a perfecto cigar to sell at a certain price has necessitated the manufacturer slightly changing the size of his perfectos to meet the price. It is not intimated that the smoker has suffered through these changes, for at times sizes have been increased, while at other times they have been diminished, but out of it all has come, in many instances, so many varieties of cigars, molds, boxes, labels, packing cases, etc., that the overhead expense of making and handling has been materially increased.

One manufacturer of over two hundred sizes reported to the chamber that 80 per cent. of this variety is confined to ten sizes. Some concerns, generally the larger producers, have recognized this duplication and waste and have reduced their varieties to minimum, in one instance of three, and of this number one size constitutes 98 per cent. of their output.

Cigarettes were formerly made in a number of sizes, but today the forms are largely confined to oval and round shapes, of standard length and thickness. Cigarette packages are also largely confined to two types.

The Fabricated Production Department of the United States Chamber of Commerce is now conferring with manufacturers of cigars and of cigar boxes with a view to arriving to standard sizes for the various trade names and of materially reducing the variety which is put on the market. It is pointed out that not only will the manufacturer of cigars and of cigar boxes benefit by this, but that the retailer also will benefit in that he will have more space in his show-cases as there is now considerable loss of space, due to the fact that there is such a variety of sizes of boxes and that they cannot be placed in even rows.

The Senate has finally come to an agreement to curtail the session on the pending McCumber-Fordney tariff bill but has declined to fix any date for the final vote thereon. It will not be possible hereafter, until the bill is finally concluded, for any Senator to unburden himself of views on subjects other than tariff. All Senators will have to confine themselves to pending amendments or to the bill itself. A number of subjects have been singled out for special consideration, including the paragraphs relating to the extension of presidential powers and amendments to the Tariff Commission Act. The text of the agreement as entered into by the Senate on August 5, is as follows:

"It is agreed by unanimous consent that the bill, H. R. 7456, 'An act to provide revenue, to regulate commerce with foreign countries, to encourage the industries of the United States, and for other purposes,' shall be kept before the Senate until the final vote is reached to the exclusion of all other matter and the debate shall be confined to the question before the Senate or the bill itself, and no other business or irrelevant question or motion shall be entertained by the Chair unless, after a statement of the question, the unanimous consent of the Senate is given therefor.

"That from and after the hour of 11 o'clock a. m. of the calendar day of Saturday, August 12, 1922, no Senator shall speak longer than 15 minutes on any amendment or motion nor longer than 30 minutes upon the bill."

LATEST RUMOR—$1,800,000 MERGER

One of the latest developments in the merger game is a rumor of the fact that large tobacco companies will combine with a total capitalization of $1,800,000.

The company will deal in tobacco of all forms including packing and export of leaf tobacco and the manufacturing of smoking tobacco, cigars and cigarettes.

It is expected the concern will have its headquarters in New York City, with branch officers in the western part of United States, South America and Europe.

ABOVE ALL

BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

THE short cut to the critical smoker's custom is via the Bayuk line.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette Street Phone Franklin 3166

AN OLD FAVORITE
HAVANA RIBBON
THE NATION'S FAVORITE
BAYUK PRODUCTS
A CIGAR FOR EVERY TASTE (HIGHEST) STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
MAPACUBA
PRINCE HAMLET
THE CRITERION OF QUALITY
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING

PRINCE HAMLET MAPACUBA PHILADELPHIA HAND MADE
HAVANA RIBBON CHARLES THOMSON

Tampa Letter

(*Continued from Page 13*)

CONCLUSION.

The conclusion reached by the Commission from its findings of fact is unwarranted and unjustified for the following reasons:

First: Neither in the complaint filed by the Commission nor in the evidence taken, is there any basis for a finding that the Commission has jurisdiction of the subject matter under investigation.

Second: It is conclusively shown by the evidence that the cigar boxes that were subject matter of the contracts mentioned in the complaint and in the evidence were not, and never did, become articles of interstate commerce until after the contracts in question had ceased to operate with respect to them.

Third: The evidence conclusively shows that if there has been any interference with interstate commerce, it is so infinitesimal as not to injuriously affect the public.

Fourth: The evidence fails to show that there is any cause of action against this respondent Association, or that this respondent Association has been guilty of any unfair methods of competition in interstate commerce, within the meaning of the Act of Congress of September 26, 1914.

This respondent Association also desires to take exception to the terms of the order entered by the Federal Trade Commission in this cause:

(1) This paragraph in the order is not only unjustified by the complaint in this cause and by the evidence, but is beyond the power of the Federal Trade Commission. There is no law by which the Federal Trade Commission is given the power to prevent the members of this respondent Association from buying the entire output of the respondent cigar box manufacturers, and if they do so and the result is that non-member cigar manufacturers are hindered in procuring cigar boxes, the Federal Trade Commission has no power to prevent it.

(2) The Federal Trade Commission has no power to enter this order. The purport and effect of this order is to deprive this respondent Association of its constitutional right to freely enter into such contracts as it may in the lawful exercise of its judgment be advised it is necessary or desirable for it to make. Under the terms of this order, the members of this respondent Association are, in effect, prohibited from independently entering into any contracts that may be offered to them by the respondent box manufacturers, unless the respondent box manufacturers offer the same terms to non-members cigar manufacturers, regardless of whether or not the box manufacturers are justified by business reasons such as quantities of sales, kind and character of merchandise, credit responsibility, etc., in offering to the member of this Association more favorable terms than to others. The practical effect of this order also is to require the members of this Association to refrain from purchasing cigar boxes from the respondent cigar box manufacturers, even if needed for their business, until the requirements of all other competing manufacturers, who are not members of the Association, and regardless of their location, have been filled.

(3) Paragraph Three of the order is beyond the power of the Federal Trade Commission. This respondent Association still insists that it was within its legal rights in making the contract of March 16th, 1920; and while these contracts have now expired by their own limitation, it insists upon the right to renew them, if hereafter, in its own judgment it deems it to its best interests to do so.

In view of the foregoing, this respondent Association respectfully moves the Federal Trade Commission to set its findings of fact and its order in the premises aside, and to enter an order dismissing the complaint herein.

THE CIGAR MANUFACTURERS' ASSOCIATION OF TAMPA,
By LAUREANO TORRES,
President.
Attest:
A. RAMIREZ,
Secretary.

* * * * * * * *

Progress is a great thing, but some times is accomplished at the cost of the disappearance of venerable landmarks, dear to those whose lives were closely linked with the palmy days of that ancient structure. Such is the case with the three-story frame building formerly occupied by old Factory No. 1, of Sanchez & Haya, which can properly be called the cradle of the cigar industry of Tampa, and is now being demolished to make room for the new Ybor City post office building at the corner of Seventh Avenue and Fifteenth Street; a modern business structure in every respect, with stores and offices besides the post office, which is being built by the Sanchez & Haya Real Estate Company, at a cost of about $80,000.

When within a few days the dismantling of the venerable old building is accomplished, very few could realize that on that spot, once surrounded by wild woods and creeks, was born the industry that made Tampa, and that today employs 20,000 men and women, producing nearly 500,000,000 cigars per year and representing an investment of about $20,000,000. Factory No. 1 is now comfortably established in its handsome brick walled, tile roofed, mammoth palace; but its aristocratic standing, like that of many prominent entities, must be traced back to the plain frame factory within which two strong men, Ygnacio Haya and Sarafin Sanchez, have laid the foundation of its present splendor.

The factories are all busy, and it is hard to follow the tracks of the executives, who feverishly move from one place to another in pursuance of pressing needs and engagements; when you meet one of them, you do not know where he will be the next day, or after he leaves, when he will be back at his office.

Among those who have returned from Havana are Jose Arango, of Jose Arango & Co., who, accompanied by Julius Fernbach and Matt Wengler, went after some choice vegas they have in mind to secure.

Francisco Gonzales, manager of Garcia & Vega, has also returned from Cuba, where he went with Alvaro Garcia on a tobacco purchasing expedition. He expresses himself well satisfied with the result of his trip.

(*Continued on Page 18*)

The world's finest pipe,
made by the world's largest makers of fine pipes, is now being nationally advertised in many leading magazines

This means larger and more rapid turnover for fine-trade dealers who are careful to keep their Milano stock in good order, well displayed. Advertising appears in

SATURDAY EVENING POST, LITERARY DIGEST, AMERICAN MAGAZINE, VANITY FAIR, McCLURE'S MAGAZINE, SCIENTIFIC AMERICAN, LIFE, SUNSET, OUTING, FIELD AND STREAM, MOTOR BOATING, AND THE RUDDER

Tampa Letter

(Continued from Page 17)

Among the absentees are Celestino Lopez, of Arguelles Lopez & Bro., who with his wife is sojourning in Brooklyn until next September, when his presence in the factory will be imperative.

Mr. Manuel Corral, of Corral, Wodiska & Co., is in Spain, making preparations for his coming home next fall.

Berriman Bros. are expecting every day the return of Mr. E. C. Berriman from his extensive trip to the western territory, where he has perfected arrangements that will keep the factory busy for a long time.

A. L. Cuesta, Jr., will be home by the end of the present month, loaded with orders and pleasant recollections of his journey through the south and middle west States. His brother, Karl, is still in the Pacific slope, and the result of his work is most gratifying, as the office reports.

As a sample of the extraordinary conditions confronting the Tampa manufacturers can be cited the reopening of the A. Santaella & Co. branch at Key West, under the charge of Enrique Garcia, one of the most expert cigarmakers from Tampa. The impossibility to cope with the accumulation of orders at the Tampa factory has forced Mariano Alvarez to go to Key West with Mr. Garcia and reopen the branch, although no golf links are to be found in the Key. Mr. Alvarez will make a short trip to Havana and return as soon as possible to his usual stamping ground.

Skillful cigarmakers are getting more and more scarce as the days roll on and orders pile up in anticipation of the holiday season. This is a condition the trade must reckon with, to place their order for Tampa cigars with ample time not to be disappointed.

VERITAS.

CIGAR BOX MANUFACTURERS MEET

The National Cigar Box Manufacturers' Association held their third summer meeting and outing at the Hotel Adelphia in this city on August 10th and 11th. It was the most representative gathering since their organization, delegates being present from Florida, Georgia, California, Minnesota and other cigar manufacturing States.

V. S. Karabasz, instructor in the Department of Industry of the University of Pennsylvania, delivered the principal address covering the division of labor in the papering department of cigar box factories.

Willard G. Stanton, International Cigar Machinery Company, Brooklyn, N. Y., delivered an address on the Fresh Work Cigar Machine. This was followed by moving pictures of the machine.

Harry W. Buckley, Deshler, Ohio, president since the founding of the organization, presided.

The Board of Directors at their meeting on the 9th, accepted the invitation of Baltimore representatives to hold their Annual Meeting in that city during February next.

THREE MILLION LEFT BY L. H. EISENLOHR

Mr. L. H. Eisenlohr, vice-president of Otto Eisenlohr & Bro. Inc., who died June 7th, left an estate estimated at about $3,000,000. Three hundred thousand of which is bequeathed for charitable purposes.

Many of Mr. Eisenlohr's business associates and servants were remembered. The residue of the estate goes to a brother and a sister.

Tariff on Amber Boosted

(Special to THE TOBACCO WORLD.)

Washington, D. C., August 12.

The Senate today adopted a rate of 25 per cent. *ad valorem*, foreign valuation plan, on manufactures of amber as against a rate of 15 per cent. *ad valorem*, American valuation plan, adopted by the House. The Underwood rate on the paragraph involved is 10 per cent. *ad valorem*.

"This is an increase of 150 per cent. above the rate in the present law," declared Senator Jones (Dem.), of New Mexico, in attacking the paragraph. "The items embraced in the paragraph are comparatively unimportant, of course, but I do not think that we ought to put ourselves in the attitude of raising duties merely for the sake of having something to do. There is, it seems to me, no earthly reason why the duties on the commodities covered by the paragraph should be raised 150 per cent.

"Take manufacture of amber. Amber is used particularly in pipes, cigar holders and ornaments. The imports of amber in 1914 were only $9333 and in 1916, $5436, and since the war they have amounted comparatively to nothing, but it is proposed to raise the duty from 10 per cent. to 25 per cent."

"It is not going to hurt a man who wants a certain kind of pipe made from amber if he has to pay 25 per cent. *ad valorem* on the pipe he wants from another country," declared Senator Smoot (Rep.), of Utah, defending the proposal. "I do not say this is a protective rate. This is a revenue rate, and those commodities that come into the country will come in at 25 per cent. just as freely as they would at 10 or 15 per cent. No smoker is going to object to paying for a special type of amber pipe 25 per cent. duty to the treasury of the United States."

C. L. L.

UNITED CIGAR STORES ROBBED

Jack Auerbach in charge of the United Cigar Store, Broad and Sansom Streets yesterday was held up by two bandits and compelled to open the safe from which the bandits received $2000.

Jack had just opened the door for the morning and was about to switch on the lights when two men entered the store and demanded he get down on the floor on his back in front of the safe, after which they forced him to unlock the safe, and after binding and gagging him escaped with $2000, locking the front door after them.

Jack was found sometime later by the police who were compelled to break in the door.

TOBACCO BARNS FOR MAURY COUNTY, TENN

Tobacco barns are being erected in Maury County for the first time in preparation of receiving their experimental crop of white burley. J. Bell Farmer, of the Culleoka section, is reported as having a fine crop and is also building the largest and best barn in this section.

Some of the tobacco has already been cut in Maury County and is showing up exceptionally well and bids fair to command top prices. If this year's experiment is a success it is possible there will be a much greater acreage planted next year.

WAITT & BOND BLACKSTONE
Branded, not Banded
The Londres Shape
We have no quarrel with the band, no criticism of other shapes. This is the popular Blackstone.
For forty years it has gained favor and maintained quality. Today it is the most hygienically made cigar of its class in the world and sells easily wherever it is established.
Long Havana filler, Sumatra wrapper. Vigorously advertised in newspapers and on the boards.
Blackstone
2 for 25¢ CIGARS
Also makers of TOTEM 5¢ cigar
WAITT & BOND, Inc., Newark, N. J.

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY

IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS

220 ELEVENTH AVE., ∴ NEW YORK CITY

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

The Anthracite Region

Wilkes-Barre, August 12.

The Imperial Cigar Co., Scranton, distributors of "Peter Schuyler" cigar, are busy working their eleven-cent size in this cigar. While this brand is locally distributed in Lackawanna and Luzerne Counties by the above mentioned jobber, it is not a big factor but seems to have made suite a few friends.

Mr. Emil Zeigler, who conduets one of the oldest cigar stores in Wilkes-Barre and who is also a manufacturer of a cigar of local repute, namely "Zeigler's Hand Made," has just returned from a month's vacation trip which he ended in Springfield, Mass., after touring the White and Green Mountains, as well as our own Blue Mountains, and says he enjoyed every minute while he filled his lungs with the ozone of the various colored mountains.

Mr. F. V. Williams, who recently became the representative for Otto Eisenlohr & Bros. "Cinco" and "Henrietta" in Luzerne and Lackawanna Counties, is placing some very attractive advertising on "Cinco" throughout his territory, and this cigar is in evidence in all the better shops. Mr. Williams is well known to the trade in this section, having for a number of but seems to have made quite a few friends.
years been associated with the Star Tobacco Co., Wilkes-Barre, distributor of "Philadelphia Hand Made" (Bayuk Bros.) and "Muriel" (P. Lorrillard Co.).

Friends and traveling patrons will regret to learn that the Clover Restaurant, Wilkes-Barre, conducted by Mr. Wm. Rooney, recently sustained a considerable loss by fire. However, Mr. Rooney says after a few alterations he will again be serving the same excellent food and good cigars. When in Wilkes-Barre don't forget to eat a meal at this attractive eating place.

Eli Bull and Co., Nescapeck, has taken on the "Reference" cigar, Dusel Goodloe Co., Philadelphia. They will distribute same in Columbia County. Also learn that the Penn Specialty Co., Wilkes-Barre, distributors of the above mentioned cigar for Luzerne County, are selling many of them and the repeat business is very good. This cigar is made in a five-inch Invincible shape neatly packed and banded and offers the consumer value for his nickel.

Mr. Harry Lanahan, once very popular retail cigar merchant in Wilkes-Barre, is now with the Wilkes-Barre Chocolate Co., Wilkes-Barre, covering eastern Pennsylvania territory.

Mr. Samuel Lewis was a recent visitor to Wilkes-Barre, talking as usual "Counsellor" and "Manuel" cigars, Allen Cressman Sons, Philadelphia.

D. L. Ward's Liberty Market and White Drug Store stands recently ran a special $2 per box of 50 of his D. L. W. cigar on a Saturday sale and sold about 2000 of same. His window displays on same were very attractive. This cigar label is of white, gold and purple and makes a beautiful window display and is a very excellent cigar at five cents each.

"Blackstone" cigar (Waitt & Bond), Newark, distributed by Dusel Goodloe Co., Philadelphia, is growing to be a very popular brand throughout the northeastern end of the State. There are many pretty window displays on this brand and I hear comments on

every hand as to its excellence. The class of consumer it attracts is evidence of its goodness.

The Liberty Tobacco Co., Scranton, are now distributors for "Nordac" cigars, and I see a number of very attractive displays throughout the valley on same. This jobber also has "Girards" (Roig & Langsdorf) and "Madam Butterfly" (Progressive Cigar Company).

The Alexandria Wills Co., Wilkes-Barre, have taken on the "Della Casa" for Luzerne County.

The Sperling Tobacco Co., Wilkes-Barre, are meeting with much success with their five-cent long filler brand, "Henry George" (Consolidated Cigar Co.). This is an attractive looking, Londres shape, packed 1/10 and is a good smoke.

Mr. E. E. Kahler, Reading, Pa., manufacturer of the "Wyomissing" cigar, was a recent visitor to the coal fields in the interest of his brands.

The Traders Tobacco Co., Pittstown, distributors of "Reynaldo" cigars, are busy placing a five-cent "Reynaldo" which is a very neat package, a liberal size cigar in a small perfecto shape.

Mr. John O'Rourke, of Carlondale, Pa., and that city's leading cigar merchant, has just returned from a trip to Atlantic City, where he saw the "Blackstone" cigar display and demonstration on the Boardwalk at Kentucky Avenue and says it's a wonderful advertisement and he says a wonderful cigar for he smokes them as well as sells them.

The miners' strike, that has now been on for five months, has affected the cigar business very much throughout the coal fields. Now that the shopmen are also out makes things worse. Retail cigar merchants as well as some of the wholesalers tell me their cigar business has shown a steady decrease for the past few months and their tobacco and pipe sales increase abnormally for the same period. It is very difficult to get any volume of business on cigars retailing for over ten cents and the bulk is at five cents, at which price there are many brands being offered. The hotel people are feeling it; their houses are empty. However, there is hopes that the miners and the operators will reach an agreement before September 1st. That is the feeling and belief of many, however, as they view the situation today.

BLACK DIAMOND.

TARIFF ON PIPES

Washington, D. C.

The Senate on August 14 agreed to the committee amendment to Par. 1452 of the tariff bill, providing a duty of 60 per cent. ad valorem for pipes, cigar and cigarette holders not specially provided for and mouthpieces of whatever materials composed and in whatever condition of manufacture; pouches for tobacco, pipe cases, cigarette books and book-covers, cigarette papers in all forms except cork paper, and all smokers' articles whatever of whatever material composed except china, porcelain, parian, bisque, and earthen or stone ware. A rate of 20 per cent. ad valorem was also provided for crude or unmanufactured meerschaum. The articles now carrying a 60 per cent. rate, were dutiable in the House bill at 45 per cent. ad valorem, and meerschaum was on the free list.

As agreed to by the Senate Par. 1452 reads as follows:

"Pipes and smokers' articles: Common tobacco pipes and pipe bowls made wholly of clay, valued at not more than 40 cents per gross, 15 cents per gross; valued at more than 40 cents per gross, 45 per cent. ad

(*Continued on Page 22*)

This Stamp Will Tell You

the exact source of growth of your tobacco purchased as Porto Rican.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
THIS · STAMP · GUARANTEES · THAT · THE · TOBACCO · CONTAINED
ESTA · ESTAMPA · GARANTIZA · QUE · EL · TABACO · CONTENIDO
IN · THIS · PACKAGE · IS · OF · GENUINE · PORTO · RICAN · GROWTH.
EN · ESTE · ENVASE · ES · GENUINAMENTE · DE · PUERTO · RICO.

The Stamp Guarantee Act—a legislative measure—requires that every package of tobacco, whether in the leaf or manufactured, for domestic use in Porto Rico or exported, shall display a different colored stamp designating its origin—

WHITE—if the tobacco is of genuine Porto Rican growth;

PINK—when it is a product of a foreign soil;

BLUE—in case of a mixture of Porto Rican tobacco with that of other countries.

Such classifications will protect you against fraud and adulteration. It is an assurance of the quality purchased for your requirements. Always look for the stamp on your barrels and bales.

For other information, write or call

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
J. F. VAZQUEZ, Agent
126 Maiden Lane - - - New York
Telephone, John 1379

TADEMA HAVANA CIGARS

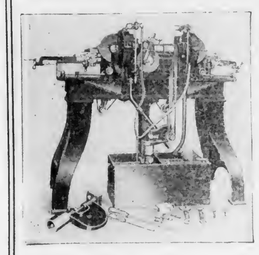
Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba



Cigarette Machine Knives
Automatically Ground on Our
New Model "S-M"
Automatic
Knife Grinder
Universally adopted by the largest Cigarette Manufacturers

Write for full particulars on this machine and on our latest model.

Cigarette Machines
Auxiliary Machines
Tobacco Stemming Machines
Cigarette Packing Machines

United Cigarette Machine Co., Inc.
LYNCHBURG, VA., U. S. A.

CIGAR MACHINERY

Wolverine Bunch Breakers

Wolverine Cigar Packers

For Boxes of 50 and 100,
Bundles and Round and Square Tins

WRITE FOR DESCRIPTIVE CIRCULARS

Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

(*Continued from Page 21*)

valorem; pipe bowls commercially known as stummels; pipes, cigar and cigarette holders, not specially provided for and mouthpieces for pipes, cigar and cigarette holders, all the foregoing of whatever material composed and in whatever condition of manufacture, whether wholly or partly finished, or whether bored or unbored; pouches for chewing or smoking tobacco, cases suitable for pipes, cigar and cigarette holders, finished or partly finished; cigarette books, cigarette paper in all forms, except cork papers; and all smokers' articles whatsoever, and parts thereof, finished or unfinished, not specially provided for, of whatever material composed, except china, porcelain, parian, bisque, carthen or stone ware, 60 per cent. ad valorem; meerschaum, crude or unmanufactured, 20 per cent. ad valorem."

The reasons which actuated the Senate Finance Committee in recommending the 60 per cent. on smokers' materials were explained to the Senate by Senator McCumber, chairman of the committee: "We have provided a 60 per cent. ad valorem rate of duty, while the other House provided a 45 per cent. rate upon the American valuation," declared the Senator. "I think that that would be greater than 60 per cent. under the foreign valuation plan, but I will direct by attention simply to whether or not a 60 per cent. rate is required based upon foreign valuation. My understanding is that there has been very little change in the price of these particular articles, as indicated by the Reynold's report, which was, of course, made in August, 1921; but we will take a few of these articles. To equalize the difference between the French cost and the American selling price in the case of briar pipes would require a duty of about 67 per cent. On cigarette holders from Austria it would require, according to the Reynold's report, 104 per cent. to equalize the difference between the English selling price and the American selling price. On pipe cases from Austria it would require a little over 200 per cent. to equalize the difference between the selling price in Austria and the selling price in the United States. On cigarette paper books from Austria it would require over 200 per cent.; on cigarette paper books from Turkey it would require 193 per cent.; on cigarette paper in bobbins from Turkey it would require 42 per cent.; on cigarette cases from Germany it would require 190 per cent.

"In considering these figures we have allowed a profit running from 10 per cent. up to 33-1/3 per cent., so that it will be observed that the duty which we have provided here, taking it as an average, is not much over half of what it is indicated by the Reynold's report would be necessary. I further call attention to the fact that, while we have given 60 per cent., the rate in the Underwood Bill is 50 per cent. on part of these articles and 60 per cent. on the others. So there is very little difference.

"We have not the actual cost of production in the foreign country or the actual cost of production of these articles in this country. All I can say in reference to that is that it is the general expert testimony that the selling price in the foregoing countries and the selling price in this country as a rule measure about the same profit as compared with the cost of production, and therefore we are getting very close to the comparative relationship between the cost of production in this country and the foreign countries and the selling price in this country and the foreign countries. I do not claim that it is always exactly accurate."

SELL *fresh*

Advertised like this:

fresh

when you get it

After tobacco has been aged, blended and packed the sooner you smoke it—the better it is.

So today each carton of TUXEDO before it leaves the factory, is dated with the last date on which it is to be sold.

Each package for your protection—is banded with the white "Fresh" band.

It is delivered to the dealer in small lots—even a carton of one dozen tins if necessary.

This insures that the dealer orders fresh TUXEDO frequently and continually, and further insures that the TUXEDO you smoke is fresh from the factory.

Ask your dealer to show you the dated carton. Notice the "Fresh" band. Buy a tin—try one pipeful and see how good fresh tobacco really is.

Now 15¢

Tuxedo TOBACCO

When packed—each carton is dated here

Guaranteed by
The American Tobacco Co.
INCORPORATED

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

ONE of the staff of THE TOBACCO WORLD, F. A. Tolhurst, sharpened his pencil to construct some slogans for presentation. Through some oversight his pencil got switched off on the road of Business Maxims, instead of Tobacco Slogans. All of which is very natural, because building slogans is hard work. Everybody thinks it the easiest thing in the world, but when they really get down to it they find that slogans are like happiness. The more you look for them the more they hide.

These Business Maxims are so good, however, that I think they are worth embalming in type.

Business, like good nature, never thrives on slams.

Talk success, not failure.
Make the world respect you. Don't coax.
Fear spells failure—never success.
Cheat not your customers; rather yourself.
Never give up. Old Sol doesn't.
The fruit of service is better business.
Sow service and reap your reward.
Let us make ourselves wanted.
We believe in reciprocity.
Don't vegetate.
Say it with action.

He is a baker, and his name is Hubig. He makes pies. Calls 'em "Honey-fruit Pies." That's his slogan. He says frankly they are made sweet with sugar, not honey.

He said he was going to "invade" New Orleans. Friends said "Don't," explaining that New Orleans folk eat French pastry, and pies wouldn't go.

But he started. Contracted for ten thousand lines of advertising in each newspaper. Used his slogan freely. Now they say he is selling twenty thousand pies daily in New Orleans and still growing. And he has pie bakeries in seven southern cities.

The slogan didn't do it all—of course. His splendid pies, and push, and advertising put the pies across.

But his slogan helped. That's the point I want to get in. His slogan helped.

How about that slogan for the soothing leaf?

Why not start some slogans coming this way?

Go to your show case. Select a fine, mild cigar. Light it. Put your feet on high. Start the vibrations in your brain ganglia. Think up some slogans. Write 'em down. Mail 'em in to the Business Building Department.

We will broadcast 'em out, and encourage others to follow your illustrious example. And we will evolve a slogan that will gently and persuasively take men by the coat sleeve, lead them unresistingly to your counter. The line will be ten miles long. And you will sell a million cigars daily.

Send in your slogan and start the ball a-rolling.

I just came from lunch. It is a high-stool lunchroom of the better class. Things are nice and appetizing, and the variety is large.

On a hot day when a man's appetite droops at the shoulders, a fellow really don't know what to order from the large variety.

Today there were placards all over the room stating "We have Chicken Pie Today." I ordered Chicken Pie, and while waiting for it to come I noticed that about half the others had ordered the same.

And I said to myself, "They were specialists on chicken pie today, and they sure did sell a lot."

While finishing my soothing smoke in the office I looked over a business magazine and read of a furniture store which specializes on bedroom furniture—and sells lots of 'em.

We all like to deal with specialists. Seems as though their specialty is something superior.

And that sets me wondering whether you couldn't specialize on some brand in your store. Select something of real merit, which looks different from the others, which has some special characteristic.

Then specialize on it. Display it. Advertise it. Talk about it. Push it. Fall in love with it. Get a little daffy on it.

See if it doesn't put a little ginger in your cash register.

What interests business men?

A large national bank in New York City wished to advertise to business men, and very naturally and properly it desired to have its advertisements interesting, so they would be read.

It called a meeting of its executives and put to them the question at the top of this article. After an animated discussion, in which all took part, it was decided that the most interesting thing a bank could discuss with business men was how it could assist them in eliminating delays and speeding up turnover. And then it explained that it specialized on speeding up commercial transactions.

Think on this, Friend Reader, and see if you can make money from it.

Can't you eliminate from your business a number of exasperating and costly delays which occur with more or less frequency? At first blush you may not think so, but sober second thought will show you a number of things which can be corrected to the betterment of your business.

And how about speeding up turnover? That is one of the most important questions confronting you. You should think on it every day. And as you think you will be surprised how one idea after another occurs to you which will aid in this this important matter.

BIG INTERNATIONAL TOBACCO DEAL

The Philip Morris International Corporation has been incorporated recently and is one of the largest and most important consolidations which has taken place for some time. An output of over 1,000,000,000 cigarettes a year and also some of the most famous brands of English tobacco is included in the transaction.

The consolidation, which is capitalized at $2,000,000, has exclusive rights for the sale of all brands now handled by the Imperial Tobacco Co., and its subsidiaries in this country.

"The Three Castles" is among the famous brands involved in the transaction as well as the brands put out by W. D. & H. O. Wills, John Player & Son, Lambert & Butler, the Hignets, Ogdons and Adkin & Son.

The president of the new company will be Sidney S. Whelan.

CIGAR WITHDRAWALS GAIN 2.48 PER CENT. IN YEAR

So long as business men try to make all the money they can, as quickly as they can and any way they can, and so long as workers do as little as possible as quickly as possible and for as high wages as possible, just so long will the return of sound economic conditions and social happiness be delayed, said Harry W. Buckley, of Deshler, O., president, to the National Cigar Box Manufacturers' Convention yesterday.

Ninety firms from nearly all cigar centers were represented. Associate membership includes lumber, lithography and machinery industries playing parts in the manufacture of cigar boxes.

President Buckley said the country is on the upgrade. Cigar withdrawals during May showed 2.48 per cent. more than May, 1921.

It always has been that friendliness and service to the customer are the only methods by which to compete with unfair and loose competition, he said.

CONSOLIDATED STOCK TO BE OFFERED

The stockholders of the Consolidated Cigar Corporation, at a special meeting recently, authorized the directors to sell 46,500 additional shares of common stock, making the total authorized issue 150,000 shares. Of the new stock to be sold, 41,400 shares will be offered for subscription by stockholders at $25 a share at the rate of two shares of new stock for each five shares now held. The remaining 5100 shares will be held for sale from time to time to employees of the company at not less than $25 a share.

LA DEMOCRACIA LA AMO

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA EL LIBERAL

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY 2512 15th Street TAMPA, FLA.
OFFICE 49 Walker Street NEW YORK

YANKEE
BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

2309 Russell St. DETROIT, MICH.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DAIRYMEN'S LEAGUE:—42,720. For cigars, cigarettes and tobacco. May 4, 1922. The Pumpelly-Howe Tobacco Co., Inc., Owego, N. Y.

MAX ROSNER:—42,725. For cigars. June 19, 1922. Max Rosner, San Francisco, Cal.

VALLEY BOOSTER:—42,726. For cigars. July 19, 1922. Chas. E. Ferree, Visalia, Cal.

ROLKLO:—42,727. For cigars. June 2, 1922. M. A. Emenheiser, Red Lion, Pa.

CLOVERNOOK:—42,728. For scrap chewing tobacco. July 28, 1922. The E. F. Gray Tobacco Co., Cincinnati, Ohio.

OHIO FUEL:—42,729. For cigars. July 26, 1922. J. W. Selker Cigar Co., Clarion, Pa.

COFA CUBA:—42,723. For cigars. July 14, 1922. Emil Barrera, New York City.

LA LIMPIEZA:—42,730. For all tobacco products. July 26, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

ADMIRAL McDOUGAL:—42,731. For cigars, cigarettes and tobacco. July 31, 1922. Haas Bros., Cincinnati, Ohio.

F. C. G.:—42,732. For cigars, cigarettes and tobacco. June 21, 1922. W. C. Musselman, New York City.

FIRST CABINET:—42,733. For cigars. June 27, 1922. G. J. Johnson, Grand Rapids, Mich.

EL SPANCICO:—42,734. For cigars, cigarettes, cheroots and stogies. June 19, 1922. Spangler Cigar Co., Grand Rapids, Mich.

BILL SHERDEL:—42,735. For all tobacco products. August 2, 1922. Sherdel & Weeden, Hanover, Pa.

LUCKY-4:—42,721. For scrap tobacco. July 17, 1922. J. Srofe Co., Cincinnati, Ohio.

MUSSEL SHOALS:—42,736. For cigars. July 24, 1922. B. M. Huey, Birmingham, Ala.

O-YU:—42,737. For cigars and stogies. June 8, 1922. A. M. Jamison Cigar Co., Spartanburg, S. C. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus is claimed to have been acquired by the registrant by a transfer from G. A. Kohler & Co., Yoe, Pa., who it is claimed have used same for a number of years.

HAVANA SECRETS:—42,738. For cigars and stogies. June 8, 1922. A. M. Jamison Cigar Co., Spartanburg, S. C. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus is claimed to have been acquired by the registrant by a transfer from G. A. Kohler & Co., Yoe, Pa., who it is claimed have used same for about ten years.

ROYAL DREAMS:—42,739. For cigars and stogies. June 8, 1922. A. M. Jamison Cigar Co., Spartanburg, S. C. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus is claimed to have been acquired by the registrant by a transfer from G. A. Kohler & Co., Yoe, Pa., who it is claimed have used same for about ten years.

PAYME:—42,741. For scrap tobacco. July 26, 1922. J. Srofe Co., Cincinnati, Ohio.

LEWISTOWN NARROWS:—42,742. For cigars. August 7, 1922. H. F. Fidler & Co., Womelsdorf, Pa.

PINCHBOTTLE:—42,743. For all tobacco products. August 8, 1922. The American Litho. Co., New York City.

JOY PACK:—42,744. For all tobacco products. August 3, 1922. H. Estee, operating as Southern Cigar Factory, New Orleans, La.

LA CONVERSE:—42,747. For all tobacco products. August 9, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

LAKE SHORE:—42,748. For cigars. June 26, 1922. Borsch & Co., Racine, Wis.

MODESTA ARDISANA:—42,749. For all tobacco products. August 11, 1922. Modesto Ardisana, Chicago, Ill.

DAIRYMEN'S CIGAR:—42,750. For cigars. August 5, 1922. The Pumpelly-Howe Tobacco Co., Owego, Tioga Co., N. Y.

DAIRYMEN'S SPECIAL:—42,751. For cigars. August 5, 1922. The Pumpelly-Howe Tobacco Co., Owega, Tioga Co., N. Y.

WORLD MASTERS:—42,732. For cigars. August 5, 1922. C. B. Henschel Manufacturing Co., Milwaukee, Wis.

EL VAL LEAU:—42,753. For cigars, cigarettes, smoking and chewing tobacco. July 27, 1922. Valleau Dingman & Co., San Francisco, Cal.

MIDWAY TEMPLE:—42,754. For all tobacco products. August 11, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

SPANISH SPECIALS:—15,652 (Tobacco World Publishing Co.). For cigars, cigarettes, cheroots and stogies, and **35,041** (Trade-Mark Record). Registered May 26, 1908, and May 19, 1908, respectively, by Somerset Cigar Factory, Somerset, Ohio. By various transfers acquired by Geo. N. Gallagher, and re-transferred to Blaise B. Dominguez, New Orleans, La., June 19, 1922.

LA PUTA:—6,179 (Tobacco Leaf Publishing Co.). For cigars. Registered December 24, 1891, by Wm. Graf & Co., Milwaukee, Wis. Transferred to The Mueller & Son Co., October 24, 1912, and re-transferred to Antonio Fernandez, Milwaukee, Wis., August 30, 1921.

EUGENE F. WARE:—36,877 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered September 6, 1911, by S. Ferguson, Kansas City, Mo. By transfer acquired by American Box Supply Co., and re-transferred to R. T. Kreipe Cigar Co., Topeka, Kansas.

EL VENDOMA:—12,187 (Patent Office). For cigars. June 6, 1905, by Patrick J. Sullivan, New York City. By transfer acquired by B. C. Sullivan, Inc., Brooklyn, N. Y., and re-transferred to El Vandoma Cigar Co., Inc., Brooklyn, N. Y., July 21, 1922.

SUPRA:—(Tobacco). For cigars. Registered September 12, 1911, by Klingenberg Bros., New York City. Acquired by Adolph Frankau & Co., and re-transferred to Heins & Ortagus, New York City, July 31, 1922.

SANTA CLARA EXTRAS:—27,585 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered December 5, 1902, by O. L. Schwencke, New York City. Transferred to B. C. Sullivan Co., Brooklyn, N. Y., and re-transferred to El Vandoma Cigar Co., Brooklyn, N. Y., July 21, 1922.

ILETA:—25,313 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 10, 1913, by Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., August 5, 1922.

ENTERPRISE SELLS ITS TRENTON FACTORY

The Enterprise Cigar Factory has sold its Trenton factory and equipment to The Consolidated Cigar Co., which will continue to manufacture cigars in the same building. The brands now being manufactured by the Enterprise Co. in Trenton will now be made in their Newark factory, and several of the old employees will be moved to Newark also.

It is understood that the Consolidated will manufacture ten cent goods in this plant, and the same superintendent will be retained as under the Enterprise.

FRESH WORK CIGAR MACHINE SHOWN

Members of the National Cigar Box Manufacturers' Association were given a treat at their convention held at the Hotel Adelphia in Philadelphia last week in the form of having the opportunity of seeing a moving picture of the International Cigar Machinery Company's fresh work cigar machine.

The showing of the picture was accompanied by an interesting address by Mr. Willard G. Stanton, of the International Cigar Machinery Co.

The picture shows the development of the cigar-making industry from the time of Sir Walter Raleigh to the present and is an education in itself to those not familiar with this wonderful machine, which makes a cigar complete, ready to be packed in the boxes.

LANCASTER COUNTY TOBACCO IN GOOD SHAPE

Tobacco in the lower end of Lancaster County is well started and is coming along in good shape. Some of the fields have been topped. The rains have kept the tobacco growing and the fields are in better shape than seen for some time.

Very little replanting has had to be done.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
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SEPTEMBER 1, 1922

VOLUME 42 — NO. 17

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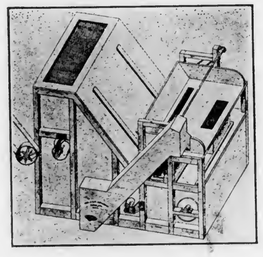

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INCORPORATED
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The Tobacco World

Established 1881

VOLUME 42 SEPTEMBER 1, 1922 No. 17

TOBACCO WORLD CORPORATION
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Volume 42 **THE TOBACCO WORLD** Number 17

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 1, 1922 Foreign $3.50

EDITORIAL COMMENT

VERITAS, who writes so instructively and interestingly regarding conditions in Tampa, is one of the oldest cigar manufacturers in that city as well as one of the best known. Therefore when he writes as he does in this issue regarding the standardization of cigar sizes he speaks not only from his own experience but reflects as well the opinion of representative cigar manufacturers in that city.

It certainly seems logical that the cigar manufacturing industry in its own interests should take some action to standardize front marks so that they mean a cigar of specific length and thickness. It would be far more to the interest of the consumer, retailer, jobber and manufacturer to have thirty front marks, than to have thirty cigar sizes all sold under one front mark.

There are probably at least a thousand variations in cigar sizes, which with intelligent co-operation on the part of the manufacturers of the industry could be cut to one hundred.

The factories with big productions have long since learned the benefits of reducing the number of sizes. The economy of larger units of production, less frequent changes, more effective stock control, simplified inspection, cheaper handling of stock, simplified and more accurate cost systems, and standardized material inventories, are a few of the things that have already proven profitable in a great many industries which have already accepted the assistance of the Division of Simplified Practice of the Department of Commerce.

With hand labor standardization of sizes makes the training of apprentices easier. It also increases the earnings from individual production by giving them steady work on one size, instead of changing them from one size to another as occasion now demands. It makes the workman more skillful.

The wholesaler and retailer gain by having a few live sizes, all selling, instead of two or three sizes that sell and four or five that do not.

Individuality in cigar sizes, so far as we know, has played no important part in the development of the cigar industry over a period of time. In most cases the attempts to be different prove to be nothing more than fads that catch on with a small portion of the fickle public and last only a short time.

With the growing tendency toward mechanical facilitating devices it becomes more apparent that standardization in sizes must eventually come. A manufacturer of cigar manufacturing machinery told us only the other day that the standardization of sizes would tremendously facilitate their production as well as prove a boon to the entire industry.

The larger manufacturers of the country have already eliminated a vast majority of the sizes they formerly made. The next step is for these manufacturers to confer and undertake to establish a standard length and thickness for various established front marks.

OUR Tampa correspondent writes rather critically in this issue on the merits of cigar-making machinery for clear Havana cigars. Our information is that for the present he is stating facts so far as the strictly clear Havana industry is concerned. But it is to be remembered that outside of Tampa the clear Havana industry amounts to very little in proportion to the entire production of the country. Even in Tampa there is a wide field for the use of mechanical facilitating devices.

The use of machinery in the cigar industry is growing and will continue to grow. It is one of the few industries that until recently had made no progress along these lines. Now economic factors make the use of machinery imperative. If a list of the widely known cigars now being manufactured entirely by machinery were printed we are very sure it would be a revelation to many.

It is very difficult to attempt to forecast what a year or a decade may bring forth, and while the facts seem to verify the statement that the long filler clear Havana cigar cannot be successfully produced by mechanical devices, nevertheless we are unwilling to put ourselves on record as saying that it can never be done.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

TOBACCO taxes collected during the fiscal year, which ended June 30 last, were more than fifteen million dollars greater than those of the preceding fiscal year, according to figures which have just been made public by Commissioner of Internal Revenue David H. Blair. Practically all of the increase recorded was due to the greater tax collections from small cigarettes, increases in the collections from snuff and chewing and smoking tobacco being sufficient only to slightly more than cover the decrease reported in the collections from large cigars.

Total collections for the fiscal year 1922 were $270,758,695, against $255,219,385 for the fiscal year 1921.

Tax collections on cigar holders, pipes, etc., amounted to $165,453, an increase of $13,751 over the $151,702 reported in 1921.

Total tax collections from all sources for the fiscal year amounted to $3,197,451,083, a decrease of $1,397,965,978 from the collections of 1921, when $4,595,357,061 was reported. Deducting $48,134,127 refunded during the year, the net collections were $3,194,625,411. Most of the reduction in collections was due to decreased income and profits taxes, the 1922 receipts from those sources being $2,087,946,243 against $3,228,137,673 in 1921, a decrease of $1,140,191,429.

In addition to its own direct taxes, the tobacco industry during the fiscal year contributed heavily toward the transportation and other taxes which were in force until January 1 last. During the six months of the year in which they were effective, these taxes returned to the Government $95,291,894 from freight, $12,475,868 from express matter, $58,042,159 from personal transportation, $5,991,576 from seats, berths and staterooms, and $28,086,182 from telegraph and long-distance telephone messages, the last-named tax being still in force.

The cost of administering the internal revenue laws for the fiscal year 1922 was approximately $41,435,000. On this basis, the cost of collection was $1.30 per $100 collected, compared with 87 cents per $100 for the preceding fiscal year. However, more than $7,000,000 were spent in enforcing the prohibition and narcotic laws and $650,000 for the child labor laws, which are not, strictly speaking, revenue measures, so that the actual cost of collection for the year was reduced to $34,262,000 or $1.07 per $100 collected. On the same basis, the cost last year was 72 cents per $100. The difference in the relative cost for the two years, it is explained, was due mainly to the very large reduction in revenues, which did not result in a reduction in the force necessary for their collection.

The Commissioner's report also shows the taxes collected from cigars and cigarettes from the Philippine Islands and Porto Rico. In both instances, the collections from cigars fell off, while collections from large cigarettes increased.

The report shows that $455,740 was collected from large cigars from the Philippine Islands during the fiscal year 1922, compared with $985,119 in 1921, a decrease of $529,378; nothing from small cigars, compared with $9 for the preceding year; $77 from large cigarettes, against $19 in 1921, an increase of $57; $2,097 from small cigarettes, against $5,833, a decrease of $3,735; and $432 from manufactured tobacco, against $490, a decrease of $57.

In the case of Porto Rican products, $844,878 was collected from large cigars, against $1,023,753 in 1921, a decrease of $178,875; $18,613 from small cigars, against $9,690, an increase of $8,923; $1,944 from large cigarettes, against $864, an increase of $1,080, and $1,110 from small cigarettes, against $1,218, a decrease of $108.

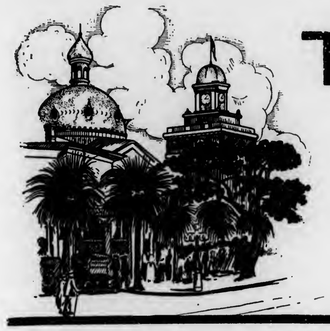
In the following table, the withdrawal for consumption of cigars, cigarettes and tobacco are shown from 1921 and 1922, together with the percentage of increase or decrease:

		1921	1922	Increase or Decrease
Cigars (large):				
Class A	No...	1,773,588,083	2,285,329,650	+29
Class B	do...	2,131,201,227	1,660,759,580	—22
Class C	do...	3,033,119,216	2,525,740,254	—17
Class D	do...	165,135,953	116,813,008	—29
Class E	do...	45,818,759	32,530,808	—29
Total cigars (large)	do...	7,148,863,238	6,621,173,340	—7
Cigars (small)	do...	673,667,380	645,684,473	—4
Cigarettes (large)	do...	49,477,631	16,444,604	—67
Cigarettes (small)	do...	45,015,845,373	50,041,805,753	+11
Snuff, manufactured	lbs...	32,196,676	38,597,950	+20
Tobacco, chewing and smoking	do...	329,611,732	368,563,368	+12

The following is a resume of items in the tariff bill pertaining to the tobacco trade as contained in the bill when it passed the Senate on August 19. It will be seen that the Finance Committee's recommendations were approved in practically every case, the only change made on the floor of the Senate being that on certain wrapper and filler tobacco specified in paragraph 601. Paragraph 601 as changed by the Senate now reads as follows:

"Par. 601. Wrapper tobacco, and filler tobacco when mixed or packed with more than 35 per centum of

(*Continued on Page 19*)



TAMPA

Tampa Manufacturers Are Sympathetic to Idea of Size Standardization — Cigarmakers Scarce as Orders Pile Up—A. L. Cuesta Back From West

Tampa, Fla., August 26, 1922.

ONE new problem is confronting the cigar manufacturers of Tampa; and I say new problem because the problem for them a few months ago was how to get orders, while now it is how to fill them. Orders are coming in so numerous and so rapid that it is physically impossible to cope with them with the present force of skilled cigarmakers; yet, Tampa is very resourceful and may meet the situation by drawing labor from other centers, especially from Havana, which has always been the main source of supply of the kind of labor used in its factories. It may be possible that in the near future the line of steamers plying between Tampa and Havana could be induced to reduce rates for a while, and then the large number of cigarmakers now out of work, engrossed by those who have been employed in the country by the escojidas that finished packing, will flock to Tampa, as has been the case in other years when work was abundant on this side.

There has been some talking amongst those not very well posted on the peculiar requirements of the Havana cigar industry, of the employment of machinery to supplement the scarcity of hand labor for making cigars; but the fact is that machinery will never substitute hand in the making of Havana cigars, even if the manufacturers of Tampa could be induced to recede from their firm stand of insisting in perfection of workmanship. Machinery may be used in factories making domestic tobacco, but to work Havana leaf tobacco, with its elaborated blends and diversity of sizes and shapes, is out of the question. To think of substituting machinery for the human brain and skill that enters into the art of producing "Thy naked beauties," the delicious Havana cigars, is counterpart to the thought of substituting the cement gun for the pencil and palette of the master painters.

The idea of standardizing the sizes of cigars, that is now interesting the attention of the Department of Commerce, Division of Simplified Practice, and the U. S. Chamber of Commerce, is sympathetic to the cigar manufacturers of Tampa, who, since the equalization of sizes implanted in 1910, have endeavored to sustain regular standards for the trade. They certainly will welcome a system by which the standard names known to the trade for many years, would be used front-marking standard sizes in the boxes, in a similar manner as the class tag differentiates the prices at which cigars must retail. One of the greatest causes of annoyance for the regular manufacturers, and a prolific source of trouble between them and their workmen, is the disguise of sizes under assumed standard names, that are introduced in the market by fakirs, in their endeavor to undersell somebody. In this way the public is deceived, the manufacturer annoyed, the workmen enraged, and the trade demoralized.

In the standardization of sizes of cigars, the committees of the Federal Department of Commerce, and of the U. S. Chamber of Commerce, now studying the problem, could find a good assistance in the "Cartabox" or list of standard sizes adopted and in use by the Cigar Manufacturers Association of Tampa, and the Tampa cigarmakers. It would be easy to pick up eight or ten standard sizes from that list, and draw regulations for its proper front-marking on the boxes, without interfering with fancy names the individual manufacturers may desire to use for sizes outside of regulated standards. It should be a good move worthy of appreciation by the public, and the honest cigar manufacturer and dealer alike.

Among those still in the Island are Jose Perez, of Marcelino Perez & Co., and Frank R. Diaz, of Guerra Diaz & Co., who are detained there giving final touches to tobacco purchasing transactions.

The office activities of Cuesta, Rey & Co. are enlivened by the return of A. L. Cuesta, Jr., from one of his most extensive trips to visit the trade, during which he has covered every city of importance in the whole Middle West territory. Mr. Cuesta expresses himself very optimistic on the outlook for the demand of Tampa cigars during the fall season. He has personally interviewed almost every cigar jobber and dealer of importance within that territory, and found all favorably disposed towards the Tampa product, especially for fine sizes. Mr. Cuesta feels that the demand for clear Havanas is coming back strong, and will soon tax the full capacity of production of every factory in Tampa specializing in that kind of goods.

Scarcely a week passes without inquiries for buildings suitable for cigar manufacturing purposes from outsiders. It seems that Tampa possesses a magnetic charm for the manipulator of the noble leaf, when so many are seeking location within her boundaries. No wonder that a movement is on foot to expand her limits by annexing portions of the surrounding territory that will bring up her population above the 100,000 mark. Yes. Tampa is a healthy Miss, and her skirts are becoming too tight for a maiden that never attempted to be a flapper of the bobbed hair type; and she never was, is, or will be in that class, God forbid.

VERITAS.

SOME one said it is hard to make a slogan; and I believe it was I.

A dealer, in a letter received this morning—I regret that I cannot print his name—sends in a number of slogans which he states he studied up during his little smoke last evening.

He takes violent exception to my statement that it is difficult to build slogans. He says all you have to do is tell yourself that it is easy—all-fired easy—then get your mind in harmony with the slogan vibrations in the air, and they roll in on you, just as slick and easy as falling down stairs.

He says he produced the following slogans in a few minutes, and had just started slogan-making when Friend Wife handed him the baby to quiet, and then he had something which was a real man's job. Here are his slogans:

There is nothing like Smoking.
Smoke the pipe of peace and be happy.
Tobacco, the joy-giver.
Smoking makes the world go 'round.
The Indians were wise—they smoked.
All the world is smoking.
Sometime you'll smoke; why not now?
Clear thinking follows good smoking.

Come, me boy. Sharpen your pencil, blow the dust out of your thinkery, write off a few slogans, send 'em in and be happy ever after.

Mr. W. C. Musselman, with H. A. Bock & Co., New York—I salute you, and I doff my Stetson in the salutation. This is an acknowledgment of your letter, containing the idea for a slogan.

It reads: "Buy a seller, sell a winner, win a buyer." You have the honor of being the first of what may be a great army of slogan-makers, who will submit the children of their brains to the fraternity through these columns. Your slogan is an ingenious and pretty word structure and it scintillates with the bright sparkle of wit.

It is, however, a trade slogan, while my idea is for a consumer's slogan, which can be used by every dealer in this broad land. It is mighty good, though, as a starter, and I hope is the forerunner of hundreds of others.

Therefore, the invitation is extended to every member of the fraternity who has a talent for linguistic manipulation to tickle his brains, pull out a slogan and send it to this column to be broadcasted to the fraternity.

It will do good. It will create interest and enthusiasm. Thousands will follow suit. The associations will become interested. They will award a thousand bones to the maker of the best slogan. You may receive this neat little sum and you will be happy ever after. Send in your slogan.

Have you been catering to the white collar man? If so, get wise to the change that is coming over the world.

The workingman—and his number is something like forty million—is destined to loom large on the horizon. Don't make the mistake of thinking that his wages will continually decline—for they won't. They may slowly lower a little as the months go by, but not much. They will remain high, and the workingman will elevate his plane of living.

He will smoke—be sure he will smoke—almost before he eats. And he'll want good cigars. Not fancy, not gold wrapped, not foolishly high-priced. He will want full-sized, good, sensible, mouth-filling cigars; and he will pay a proper price for them.

Therefore, I tell you, Watch the Working Man. He's going to have the money and he's going to buy the goods. His name is legion and he will bring prosperity to any dealer who wisely caters to his whims, fancies and needs.

You have a number of "regular customers" who deal with you, because of some reason or reasons, which you may, or may not, know.

They are valuable customers, their steady trade means real money to you and you would miss them sadly if you should lose them.

Are you making any real effort to retain them, beyond the genial, courteous way you have of treating all your customers?

I doubt it.

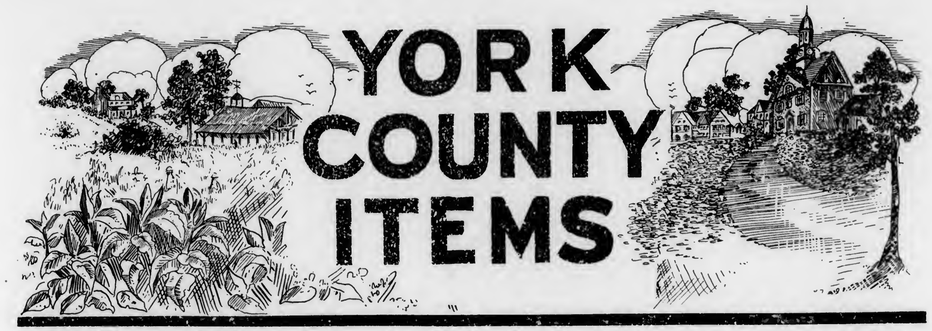
You probably think they are fastened to your store with ox chains which it would take four teams of heehaws to break.

That is just where you may be mistaken. Instead of ox chains they may be delicately tied to your store with thin threads of gossamer which a summer breeze can break. It is a fact.

Business men are strange creatures, so asserted a highbrow. They will spend five dollars to get a new customer, but won't pry off a nickel to retain an old one.

Why don't you strengthen the bonds which unite your store with your good customers? Make a list

(*Continued on Page 22*)



York, August 30, 1922.

IN our last letter we predicted that cigar manufacturers in this district would soon be bidding against each other to increase their production. We did not think it would happen so soon, but alas, they are at it already and the merry game is on. With prices of good leaf tobacco showing an upward trend, we cannot see any wisdom in increased production cost. We know of no other line of trade wherein cost of production is given as little consideration as it is in cigar manufacturing; seems to be the aim to have a large output, regardless.

H. B. Cochran, of Petre-Schmidt & Bergmann Co. (labels), is calling on his York County trade and reports that he is doing a very satisfactory business. Harry has been making this territory for the same house for the past twenty-four years, which in itself tells the story of faithful efforts and satisfactory results; a combination that will always pay in the long run.

L. R. Jandorf, of Keiser & Boasberg, Buffalo, N. Y., was a recent visitor in this section and has been getting his share of the business on high-class tobaccos. Leon has been making this territory for twenty-five years and he and his house stand ace high with the trade. We, personally, have done business with this house for thirty years and have always found them right in every respect. Leon says that business on class C cigars, as well as on class A, is very good, with class B running third in line.

W. L. Toomey, of Max Wedeles Tobacco Co., Quincy, has been showing some very beautiful light wrappers of the new crop, Florida. Their "Round Tip" Florida seems to be exceptionally beautiful in color, texture and burning qualities.

We met Mr. Fox, of The Sig. C. Mayer & Co., on his way to one of their several branch factories, and he says business is showing marked improvement, more especially on their "Reyoma" and "El Wadora" brands, which he says are going big.

Saylor Bros., West Market Street jobbers, have recently taken on the "Epco" and "Havana Fives," 5-cent cigars, made by The East Prospect Cigar Co. Mr. Saylor reports that they are getting a large distribution on these brands.

J. C. Herman, of the John C. Herman & Co., headquarters at Harrisburg, with branch factories at New Cumberland, Newberry, Strinestown and Dover, reports business growing bigger; more so on class C and class A cigars. They are building up a fine trade on their "General Knox," 5-cent cigar, and as J. C. said, you never want to forget that the old-time favorite, "King Oscar," 8-cent cigar, is still a big factor in their output. "La Flor de Herman" and "1864" are their leading class C goods.

Mr. Shank, of the Seed Leaf Tobacco Growers Co., Lancaster, reports outlook very favorable for big business this fall.

T. D. Shertzer Tobacco Co. are busy making large shipments of their Pennsylvania packings.

The Baker Tobacco and Cigar Machinery Co. call attention to their ad on front cover this week's TOBACCO WORLD. Scrap manufacturers will do well to learn more about this cutter and separator, which the firm guarantees will cut and clean scrap thoroughly and get more tobacco off the stem than any other machine made. Makes less siftings; hence more large scrap. The price of this machine has been reduced considerably, owing to more normal conditions in producing same at this time.

H. G. Blasser & Co., No. 56 East Clark Avenue, report business improving; they are offering some very fine old filler B's stripped and booked, together with full line of domestic leaf tobacco.

There has been quite a considerable lot of old fillers changing hands in the past few weeks. These goods are finding ready sale; one packing of 700 cases 1920 fillers was sold to out-of-town parties past week.

JAY BEE.

BUNCH MACHINE FOR FIVE-CENT CIGARS

On another page of this issue you will find advertised a long filler, electrically operated, bunch machine which will go a long way toward solving the problem of producing a quality five-cent cigar. The bunches are placed mechanically in any ten or twenty block mold and can be slightly pressed, or not, as desired.

The machine will enable any experienced bunchmaker or learner on the hand machine to increase production 50 per cent. or more. There is also no waste of filler by mechanical cutting as the operator breaks the filler to size and places it in the pocket between the gauges. A small cut binder is stretched over the suction plate where it is held firmly in place for the filler and the consumption of cased binder will not exceed three and a half pounds per thousand bunches. Each machine also has its own suction plant and only one person is required to operate it.

Any shape or size bunch desired of long filler or scrap can be made on this machine.

PHILADELPHIA.

"EL PREDOMINO" IN NEW QUARTERS

The El Predomino Cigar Company announces that they will be in their new quarters at 110 North Second Street this week and will then be better able to cope with the increasing demand for "Della Casa" cigars.

They have recently opened an account with the Empire Tobacco Co. of Buffalo, New York, who are having very flattering results with "Della Casa."

ROIG & LANGSDORF UNABLE TO KEEP UP WITH ORDERS

E. Weil, formerly with the Consolidated Cigar Company and now with Antonio Roig & Langsdorf, reports a congested condition in their Philadelphia factory owing to the rush of business and as a consequence they are opening up a new factory to enable them to supply the demand for "Girards."

They are expecting a big rush of business during this fall and winter and are finding it difficult to obtain help enough to operate their plants at capacity.

BAILEY ON A TOUR

"Bill" Bailey, Sr., is visiting his two factories in Red Lion this week and speeding up production.

Their new road man, E. A. Chevelier, is doing a big business on the main line and with their Philadelphia accounts.

Bailey is receiving 200,000 "La Flora De Hawley" Manila cigars and has already disposed of a large quantity of this quick selling brand.

PAUL BROGAN RETURNS FROM VACATION

Paul Brogan, president of the Dusel-Goodloe & Company, has just returned this week from a very enjoyable vacation spent at Atlantic City. While there, in looking about with an eye to business, he found it, generally speaking, only fair. He attributed this fact partly to the excessive prices for accommodations which he thinks contributed no little to the unwillingness to spend freely.

FRANK CRESSMAN RETURNS FROM EUROPE

Frank Cressman and Max Sondheim, of Allen R. Cressman's Sons, have just returned on the "S. S. Majestic" from a very enjoyable trip to Europe. J. E. Lynch, who is looking after the work of Joseph Gallagher during Mr. Gallagher's absence on his vacation, states that business on Cressman's brands is unusually good.

BUSINESS BOOMING WITH DAN OSTROW

Genial Dan is no longer frowning. It is a smile of satisfaction. Business at his new stand at 718 Market Street is improving with leaps and bounds and he believes he will soon exceed the popular trade he had before moving from his old stand on Chestnut Street.

"WALSTON" BRAND MEETING WITH SUCCESS

Mr. Pflieger, Sr., manager of A. S. Pflieger & Son, 3105 North Fifteenth Street, a recently incorporated cigar manufacturing concern, is very much pleased with the success which is greeting his "Walston" brand, retailing at 10 cents, two for a quarter, and 15 cents straight. They have added new hands and expect to move to larger quarters in the near future in order to be able to supply the increasing demand for "Walstons."

PROGRESSIVE CIGAR COMPANY OVERSOLD

M. Cravis, of the Progressive Cigar Company, states the greatest difficulty they are experiencing in the production of "Madame Butterfly" is that of obtaining sufficient help to enable them to keep up with their orders. This concern is greatly oversold and they are not campaigning for any new accounts at present.

INCREASED PRODUCTION AT THE DELPHIA CIGAR CO.

Erwin Loeb, of the Delphia Cigar Company, states they have now reached the production of 60,000 cigars on their "Tedello" brand. This has been accomplished in a very short time since this concern only began operations on April 1 of this year.

BAYUK BROTHERS' BUSINESS GOOD

Bayuk Bros. report they are overwhelmed with orders and are looking around and making plans for opening new factories. Their Eleventh Street factory is running a night shift on "Charles Thompson" brand, which is exceeding all expectations in popularity.

Bernard Wagner, of the Wagner Cigar Company, Peoria, Ill., distributor of Bayuk Bros. products, paid the Philadelphia house a visit last week, the trip from Peoria being made by motor, and reported Bayuk Bros. brands "doing fine" in his territory.

About Town With F. A. T.

Mr. Watson, of Sig C. Mayer & Co., left this week to make his usual fall trip visiting the New York State trade.

Warner Searles, of New York, representing Sig C. Mayer & Co., was a visitor at the home office this week.

Willis Andruss, general sales manager of the Congress Cigar Co., was in New York this week where this company recently opened two thousand new accounts.

W. K. Gresh & Sons, of Norristown, Pa., are reported to be shipping their "Sight Draft" brand to Milwaukee in carload lots.

Vincent Planco, of Ruy Suarez & Co., was a visitor at Dusel-Goodloe & Co. last week. Dusel-Goodloe & Co. are distributors of the "Planco" cigar in the Philadelphia and adjacent territory.

Ben R. Lichty, of Otto Eisenlohr & Bros., reports a healthy business condition and states they are expecting a rush of orders during the coming season.

Business at Duncan & Moorheads is reported to be only fair due to the usual summer depression on account of vacations, which is made more acute at this time on account of the various strikes.

Sig C. Mayer & Co. report the opening of an account with R. L. Hicks of Joppa, Missouri, who will distribute their famous "Rey Oma."

Charles Krull reports business good. They are offering some "jobs" of good brands at very attractive figures.

I. Leavy, of the Service Cigar Company, states they are experiencing difficulty in procuring help enough to fill orders on their "La Vey" and "Five-Cent Smokers."

J. Brooks is meeting the steady demand for "Brooks Five-Cent Cigars" with great difficulty owing to the scarcity of labor.

The mail order house of Herbert D. Shivers reports business normal with them but a large increase is expected after September 15.

Edward Hempel, of the leaf tobacco department of the Consolidated Cigar Corporation, was a visitor in Philadelphia last week. While here he inspected the new plant which the firm will shortly open at Sixth and Moore Streets.

Avelino Perez, one of the executives of Compania Litografica de la Habana, came to Philadelphia recently accompanied by their United States representative, Garrett H. Smith. Mr. Perez availed himself of the opportunity to call on their numerous customers while in the city.

FRISHMUTH ABSORBS LOVELL-BUFFINGTON CO.

ONE of the most important announcements in the local trade is that Frishmuth Bro. & Co., Seventeenth Street and Glenwood Avenue, have purchased the plant of the Lovell-Buffington Tobacco Company in Covington, Kentucky, and will move its entire equipment from Philadelphia and continue operation on a larger scale in Covington, Kentucky, thereby placing under one roof the combined output of the Lovell-Buffington Tobacco Company and Frishmuth Bro. & Co., Inc., totalling about 2,000,000 pounds of smoking tobacco and millions of cigarettes annually. It is conceded by experts that no better location could be found for economical manufacturing—Covington being in the heart of the Burley tobacco district.

In an interview with Frishmuth Bro. & Co., Inc., it was stated that this move was received with much enthusiasm by the tobacco trade and considered a step in the right direction. The Lovell-Buffington Tobacco Company is nearly sixty years old and is one of the best established tobacco manufacturing concerns in the West. It manufacturers the famous brands of "Crest," "White-Seal," "Kentucky Club," "Swansea," "Fountain," "Berwick," "C. B.," "Bull Dog Twist," "Booker's Kentucky Burley Twist," "Kentucky's Best Home Spun Twist," "Mountain Rose," "Napper," etc.

The production of the Lovell-Buffington Company is about 700,000 pounds per year, and this is sold chiefly through the States of Kentucky, Ohio, Indiana, Illinois, Western New York and Western Pennsylvania.

The property taken over by the Frishmuth Company consists of one five-story building, one six-story building, the good will and all other assets of the Kentucky company.

The business will be continued as before under the name and management of Frishmuth Bros. & Co., Inc.

"TOPIC" AND "BOLD" GOING BIG

Mr. Pike, of Bobrow Bros., reports a rushing business on their "Bold" and "Topic" cigars and they are finding it difficult to supply the demand. B. Eisler, of Bayonne, N. J., was a visitor at the Bobrow plant this week.

NEW CIGAR FACTORY FOR CONSOLIDATED

Another cigar factory has been opened by the Consolidated Cigar Corporation in Philadelphia, making it the third in this city.

This is a very modern factory, up-to-date in every respect and will be in operation by September 1. This will enable the Consolidated to substantially increase their production.

AN OPPORTUNITY FOR A CIGAR MAN

A well known manufacturer has an opening for a man who knows how to build or manufacture a cigar, and who in addition has some knowledge of machinery. This is an unusual opportunity for the right man, and if any interested parties will promptly address the Editor of THE TOBACCO WORLD, his communication will receive immediate attention.

NEW TOBACCO COMPANY IN CHICAGO

The General Tobacco Company, with William H. Wood and A. Edward Kunzel has been incorporated in Chicago with a $20,000 capital.

CIGAR PRODUCTION GAINS IN JULY

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1922.

Products	*July, 1921*	*July, 1922*
Cigars (large)		
Class A .....No.	176,746,032	237,637,875
Class B .....No.	153,840,133	136,502,647
Class C .....No.	223,123,581	201,435,988
Class D .....No.	9,136,097	8,358,190
Class E .....No.	1,753,411	1,939,414
Total	564,599,254	585,874,114
Cigars (small) .....No.	47,362,340	114,041,287
Cigarettes (large) .....No.	1,636,222	1,747,765
Cigarettes (small) ....No.	4,167,217,823	5,210,962,010
Snuff, manufactured ...lbs.	2,791,896	2,858,643
Tobacco, manufactured lbs.	29,226,353	32,590,617

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of July:

Products	*July, 1921*	*July, 1922*
Class A .....No.	3,931,850	7,920,550
Class B .....No.	340,300	1,135,700
Class C .....No.	3,226,050	3,421,630
Class D .....No.	102,825	2,525
Class E .....No.		2,500
Total	7,601,025	12,482,905
Cigars (small) .....No.	2,000,000	952,000
Cigarettes (large) .....No.		20,000
Cigarettes (small) ....No.	1,000	42,000

Tax-paid products from the *Philippine Islands* for the month of July:

Products	*July, 1921*	*July, 1922*
Cigars (large)		
Class A .....No.	3,880,737	13,421,510
Class B .....No.	777,425	276,650
Class C .....No.	73,702	43,699
Class D .....No.	325	275
Class E .....No.	58	
Total	4,732,247	13,742,134
Cigarettes (small) ....No.	17,050	58,307
Tobacco, manufactured lbs.	201	408

SAM GILBERT BACK FROM BRIEF HOLIDAY

The persident of the Webster Cigar Co., Sam T. Gilbert, has just returned to Detroit after spending a few days with his family, who are summering at Charleroix.

The Webster Cigar Company has recently opened a new factory on Goldner Avenue, which is one of the finest manufacturing plants in existence today. Mr. Gilbert states this factory has a production capacity of 150,000 cigars a day and cigar makers are being taken on as fast as they can be procured, nearly two hundred workers having been already placed there. This factory is in charge of William Schwartz, who was with The American Cigar Company for seven years and has a knowledge of cigar manufacturing practically unequalled today. The Webster cigar is meeting with tremendous success and is being distributed over practically the whole country.

SLIGHT DECLINE IN JUNE PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of June, 1922.

Products	*June, 1921*	*June, 1922*
Cigars (large)		
Class A .....No.	186,237,048	234,690,678
Class B .....No.	169,709,028	145,696,907
Class C .....No.	247,219,610	222,950,477
Class D .....No.	13,226,986	9,212,859
Class E .....No.	2,102,430	2,702,102
Total	618,495,102	615,253,023
Cigars (small) .....No.	50,175,400	57,382,293
Cigarettes (large) ....No.	3,961,560	1,604,911
Cigarettes (small) ....No.	4,219,727,623	5,301,643,020
Snuff, manufactured ...lbs.	2,800,993	3,133,651
Tobacco, manufactured lbs.	31,737,525	35,099,269

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of June:

Products	*June, 1921*	*June, 1922*
Cigars (large)		
Class A .....No.	8,920,575	8,348,550
Class B .....No.	858,635	1,095,705
Class C .....No.	3,330,930	4,743,590
Class D .....No.	3,375	3,525
Total	13,113,515	14,191,370
Cigars (small) .....No.	2,000,000	2,089,000
Cigarettes (large) .....No.	50,000	30,000
Cigarettes (small) ....No.	101,000	44,000

Tax-paid products from the *Philippine Islands* for the month of June:

Products	*June, 1921*	*June, 1922*
Cigars (large)		
Class A .....No.	4,452,648	11,438,835
Class B .....No.	860,200	228,825
Class C .....No.	129,428	30,128
Class D .....No.	1,950	150
Class E .....No.	500	10
Total	5,444,726	11,697,948
Cigarettes (large) .....No.	800	
Cigarettes (small) ....No.	20,450	64,430
Tobacco, manufactured lbs.	89	486

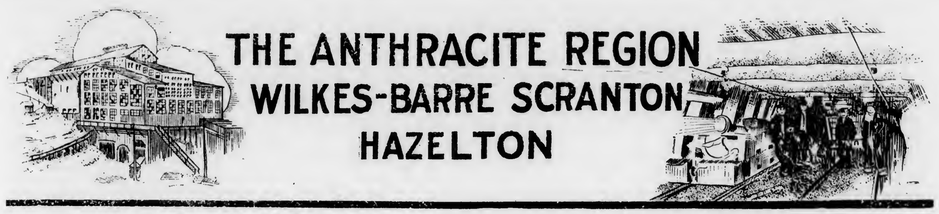
SWISHER SALES MANAGER IN NEW YORK

One of the recent visitors to New York City was H. K. Smith, sales manager of John H. Swisher & Sons, cigar manufacturers of Newark, Ohio.

Mr. Smith was recently on a western tour which extended to the Pacific Coast and he expects to return to the same territory after a short visit at Newark factory.

TOBACCO STOCKS

"Both American tobacco and Liggett and Myers established new highs for the year last week on buying based on the general improvement in the tobacco business. It is a tradition, backed by statistics, in the tobacco trade that a period of industrial depression means better business for the tobacco companies. It is expected that the last six or seven months of 1922 will show very good earnings, almost enough for the leading companies to equal the 1921 total, which was the greatest on record."



Wilkes-Barre, Pa., August 30, 1922.

SELAK & HOFFMAN, Wilmington, Del., manufacturers of "Big Perfecto" cigar, has been busy placing a cigar ("Big 5") a perfecto shape, packed 1/20 tins to retail at 5 cents. I find that same has been placed with several of the leading retailers in Allentown and nearby towns and the report is that they are becoming very popular. C. A. Himmelwright's Smokers' Paradise Shop has a beautiful window display of the above mentioned brand.

Warren Reader, formerly buyer for the J. A. Eberts Co., Bethlehem, Pa., which position he resigned some time ago, has opened a very attractive stand in Broad Street, Bethlehem, and is featuring all the big, popular, selling cigars. "Blackstone," he tells me, is making friends over his show case daily and is one of the national brands he is featuring.

Joe Reda recently took over the cigar stand in the Drake Building, Easton, and with quite a few changes in the fixtures he has made same very attractive and is dispensing the same high grade cigar that has built him a reputation as a cigar merchant at his old stand in the Northampton National Bank Building, where he has been for a number of years and which stand he still operates.

Paris Bros., Easton, Pa., distributors of "Muriel" (P. Lorillard Co.) and "Rose-of-Cuba" (Fleck Cigar Co., Reading) says his brands are selling, but the volume of his business is not to be had, owing to the industrial conditions in his territory. Both of his brands are very popular in Northampton and Monroe counties, which they cover.

Meneline Cigar Co., Easton, manufacturer and distributor of "Planter's Delight," is enjoying a very wonderful business on their cigar in the Easton territory. This cigar is packed in a two-bundle box of one hundred and is well displayed and makes an attractive smoke morsel when opened and placed on the top of the show case.

Sam Unteberger, of the Alexandra Mills Co., Wilkes-Barre, distributor of "Della Casa" (El Prc domino Cigar Co., Philadelphia), says he believes he has a winner in this cigar, which he has now had about two months. He has a very good distribution on same and says it is selling in all of its sizes.

W. H. Coon & Co., Scranton, distributors of the General Cigar Co.'s line, "White Owls" and "Robt. Burns" are very active placing "Wm. Penns." The volume of five-cent business has increased wonderfully, while the sale of better than ten-cent cigars has fallen off. This since the miners strike in the hard coal fields now entering its sixth month.

"Webster" cigars (Webster Cigar Co., Detroit, Mich.) is finding much favor and making friends where placed; all the better shops are featuring this cigar among the better grades, ranging from two for a quarter up.

Banker Drug Co., Wilkes-Barre, one of the leading drug stores of Wilkes-Barre that feature cigars, recently had a sale of high grade cigars, particularly the big national sellers, such as "Blackstone," "El Producto," "Muriel," "Philadelphia Hand Made" and a number of others, at which time a beautiful combination window display of all the brands was made. Mr. Shaw, who has charge of the cigar department, says he had a clean-up. Other merchants featuring cigars take notice.

D. L. Ward is still featuring his famous "D. L. W." cigar and advertises the most in a cigar that a nickel will buy, and there must be something in his slogan, for he sure does sell a bunch of these honest-to-goodness good cigars.

William Zeigler (Smiling Bill), of the Orpheum Smoke Shop, who is a specialist in pipes, recently had another of his wonder pipe bargain sales, which he advertises in his original way, such as in this recent sale he showed a window full of 59-cent pipes and in the center of the window he placed a pile of pipe cleaners with the cord on same which read "59c. per Bundle. We give you the Pipe." It's this kind of stuff that makes a merchant individual in his line.

Messrs. John Groh and Charles Popky, the popular young men who conduct the Columbo Cigar Stand, Wilkes-Barre, Pa., has leased the adjoining store, which formerly was a cafe and saloon, and after extensive remodelling have opened up an up-to-date gents' furnishing store and have stocked a lot of those things that attract the men in the way of ties, shirts and sweaters.

Abbott Booker, representing Otto Eisenlohr & Co., Philadelphia ("Cinco" and "Henrietta" cigars), is on the job again after being away a short time on account of an injury to his arm, which he sustained while alighting from a train.

"El Producto" (Scranton Tobacco Co., distributor), is the big popular seller and seems to be growing daily, particularly the sizes from two for 25 to three for 50 cents.

Bayuk products in the upper coal fields are very popular, "Philadelphia Hand Made" which is distributed by the Star Tobacco Co., Wilkes-Barre, and "Havanna Ribbon" and "Mapacuba," distributed by the Scranton Tobacco Co., are to be had on all good stands and are steady sellers.

Imperial Cigar Co., Scranton, Pa., distributors of the Consolidated Cigar Co.'s "Adlon" and "Mozart," are also distributing "Peter Schuylers" and at this time are busy placing the "Peter Schuyler Briefs," retailing at 5 cents each, and the size is selling.

"Blackstone" cigar (Waitt & Bond), distributed by the Dusel Goodloe Co., Philadelphia, is another brand that is well placed and selling in all the better shops and in the two-for 25-cent cigars is a volume seller at the price.

BLACK DIAMOND.

St. Louis Notes

St. Louis, Mo., August 25, 1922.

ST. LOUIS heaved a tremendous sigh of relief and dropped into a state of supreme enjoyment when the temperature "reduced" from 100 degrees in the shade to 83 degrees, and the torrid atmosphere of the last few days gave way to delicious cool breezes.

However, it takes something more than weather to "normalize" business, and if any one has the clear insight to know what will do so, or the courage to apply or proclaim it, he has apparently met with little success in getting the method adopted, for to the casual observer the "signs of the times" point to an abnormal and difficult winter. It takes a prophet and a good deal of an optimist to see anything very wholesome in present economic conditions, either in domestic or foreign relations. Side-stepping seems to be the latest international dance. Also just what is "normal" is a question not entirely solved.

These questions, however, are so weighty as to make a "tin Lizzie" brain sag on its hinges; rather overloads it, so to speak, and makes it break down and interrupt the traffic, so we (plural in form and singular in meaning) will leave them to those better able to cope with such subjects.

Any one can talk of vacations without brain-fag, and if the economic question does not prevent, can go so far as to take them which a good many in the tobacco trade have been doing. Among these at the present time is S. B. Shelton, of F. R. Rice Mercantile Cigar Co., who is at Anissquam, Mass., enjoying a well-deserved rest from business cares.

Also Chas. Schrick and his family are at the Country Club on the Merramac River, St. Louis' summer resort. He expects to return to St. Louis next week. In the meantime Mr. Rohlfing has charge of the cigar department of Stix, Baer & Fuller, and reports continued good business. During Mr. Schrick's eastern visit he acquired the "La Primadora" brand made by Max Schwartz, in six sizes, selling two for twenty-five to twenty-five cents each. They are featuring this cigar as a special, and Mr. Rohlfing states that it is finding great favor with the smoking public.

Arthur G. Wiedmann, of the Wiedmann-St. Louis Cigar Box Company, is pretty much "on the wing" these days, and is in and out of St. Louis so much that if you were to try to "page" him it would be necessary to do so via the radio, broadcasting your "call for Mr. Wiedmann." Not long since he returned from Philadelphia, having attended the National Cigar Box Makers' Association Convention at that city. Today he is returned from Detroit, and is leaving in a day or two for his "own home town," Kansas City, to make a short stay with his family.

The Peter Hauptmann Cigar Company has opened a new cigar store at the corner of Tenth and Olive Streets, called the "Metropolitan," a branch of the Metropolitan Cigar Store in the Metropolitan Building at the corner of Grand and Olive. They have exceptionally attractive quarters in the new location, and their air and appearance of prosperity augurs great confidence in the future of the cigar business.

The United Cigar Stores bear every evidence of record sales, as there is a continuous influx of customers.

Louis Friedmann always presents an attractive window display, something unique to attract attention. Not long since it was a Chinese pipe, and now he has a choice display of his various special brands of "smokes."

Otto Wiedmann, of Brockmeyer Cigar Company, reports splendid sales on the "El Producto" cigar. Mr. Wiedmann says that personally he finds good sales wherever he goes, and that he believes this to be general in the tobacco line. His company has put out a new brand on the market called "Brockmeyer's Havana Five," which is meeting with continued and growing favor.

NOVICIO.

BIG TIME FOR DETROIT DEALERS

The Detroit Independent Cigar Dealers' Association and the Detroit Drug Club are going to put over their annual outing and barbecue on Wednesday, September 13 (some date). The place will be Foss Grove, near Wayne, Mich.

There will be ball games, sports, stunts and cash prizes for the lucky stiffs that win the various events. There will be a special prize drawing of $25 in cash. Also there will be golf games (African, indoor and outdoor), winner take all.

No doubt this is the reason all are invited to bring their cars and "Put and Take" tops and assemble at Navin Field at 9 A. M. This will save any unfortunates from having to walk home.

A Million Dollar Band will provide music to keep everybody in tune.

Tea will be served at 4 P. M. "Mike of Detroit" will pour. Everybody is invited to bring their doctor. But be sure and buy a ticket for him.

Tickets can be procured at Watkin's Cigar Store, 1551 Woodward Avenue; Central Cigar Store, Broadway and Gratiot; H. S. Carpenter, Jefferson and Bates; and J. B. Girard, Vinton Bldg., Woodward and Congress.

Secretary Kennedy merely adds that if you miss this big event, you will be sorry. If that isn't a promise, what is?

BREEZY ADVERTISING ON "CHESTERFIELDS"

It would be hard to imagine a more convincing picture of enjoyment than the spectacle of the expectant fisherman—slouch hat, army shirt, hip boots and all—perched by the stream with his favorite rod.

To add the final touch of realism to this close-up of summer content, the Liggett & Myers Tobacco Company, in its current newspaper advertising, contributes an item of more than passing interest—a "Chesterfield" cigarette.

How "Chesterfields" share in the sum total of vacation happiness seems to be the predominating motive back of this interesting campaign, for the entire series intrigues the newspaper reader with such captivating situations as canoeing, golf, tennis, swimming and even aeroplaning—each picture executed in a breezy style of art work well calculated to make the "Chesterfield" advertisement dominate each page on which it appears.

Nor does Liggett & Myers confine its advertising to mere "atmosphere." Each advertisement repeats in no uncertain fashion the statement that in "Chesterfield" the smoker can find "more quality than in any other cigarette at the price."

The Huttger Long Filler Bunch Machine

pays for itself in less than six months

A LIMITED QUANTITY FOR IMMEDIATE DELIVERIES

This machine will help solve your 5c Cigar problem

A labor and stock saving machine that reduces the cost of bunch making from $2 to $3 a thousand.

Works on either long filler or combination long filler and scrap. An experienced operator will produce from 2,200 to 2,500 bunches a day on Grade A work.

It is a stock economizer—on the average size cigar the consumption of Cased Binder will not exceed 3½ pounds per thousand bunches.

There are only 50 of these machines available today, and we can't complete any more of them during the year 1922.

Just the machine needed by the manufacturer working on five cent goods or contemplating doing so. This Machine increases production—saves labor—requires little attention.

Get the full particulars of this Long Filler Bunch Machine Now! ACT BEFORE THOSE NOW IN STOCK ARE ALL GONE!

Price $450

F. O. B. Our Factory, Newark, N. J., U. S. A. Cash or Time Terms

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S. A.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

YANKEE
BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

2309 Russell St. DETROIT, MICH.

Manila Agent Returns

CHARLES A. BOND, Tobacco Agent for the Philippine Government, returned to his New York office Saturday morning, having been away for a month, on a trip to the Pacific Coast. Mr. Bond had a very interesting report to make concerning the recent progress and growth of the Manila cigar trade throughout the United States. He says that wherever Manilas have been introduced business is increasing very satisfactorily. Getting away from the old "job-lot proposition" and placed squarely on a brand-building basis, cigars from the Philippines are commending themselves strongly to up-to-date jobbers and retailers.

"It is really surprising the way Manila trade has become stabilized in San Francisco, Los Angeles and other cities on the Pacific Coast.

On his trip West Mr. Bond accompanied Hon. W. Trinidad, Collector of Internal Revenue for the Philippine Islands. From New York they went to Buffalo. Indianapolis was the next stop. A brief stay was made at St. Louis. Then in Kansas City they joined the Philippine Parliamentary Mission and proceeded, in a special car via Denver, Salt Lake City and Los Angeles, to San Francisco. In Denver the visiting Filipinos, headed by Speaker Osmena, went to the cemetery and placed a handsome wreath on the grave of ex-Senator Shaffroth. At Salt Lake City the party were entertained royally by the Chamber of Commerce. Arriving at Los Angeles the train was five hours late, yet a delegation from the Chamber of Commerce was waiting to meet the Philippine mission. Autos were provided and the party was taken on a sight-seeing tour through Los Angeles and Hollywood. Hurried away from the City of the Angeles, the party reached San Francisco on July 21. On the following day members of the mission were on the "President Lincoln," bound for the Philippines.

While in San Francisco Mr. Bond had several conferences with Mr. Graham, vice-president and general manager of the Pacific Mail Steamship Co. On the route between the Philippines and the United States the Pacific Mail is putting on two new steamers. And special arrangements are being made for the advantage of importers of cigars. Being a terminal port for the Pacific Mail, steamers at Manila will be cleaned of all cargo.

Recognizing the importance of cigars as freight, the Pacific Mail now offers to cigar shippers a choice of stowage space. And assurances are given that no hides, bean cake or other cargo that might cause the cigars to become contaminated or deteriorated, will be stowed near the cigars. The steamship company is desirous of co-operating in every way that will be of benefit in enabling the cigars to arrive at the point of destination in excellent condition. At San Francisco, if the importers desire to have the cigars transshipped and forwarded to New York via the Panama Canal, the transfer of the goods, from one vessel to another, may be accomplished quickly and conveniently, and the shipment can proceed with the least possible delay.

Regular and more frequent sailings from Manila to the United States are assured. A Pacific Mail steamer will leave Manila every two weeks. And the facilities for cigar shippers now offered by the Pacific Mail will help to insure the arrival of cigars in fine condition, despite the long trip across the Pacific.

News from Congress

(*Continued from Page 8*)

wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $2.10 per pound (instead of $2.35 per pound as recommended by the Finance Committee); if stemmed, $2.75 per pound (Finance Committee recommendation was $3); filler tobacco not specially provided for, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound."

The two changed rates in the above paragraph are the rates passed by the House, but the Senate rates are based on the foreign valuation plan, while the House rates were based on the American valuation plan.

Paragraph 602 of the bill as passed by the Senate specifies that the term "wrapper tobacco" as used in paragraph 601 means that quality of leaf tobacco which has the requisite color, texture and burn, and is of sufficient size for cigar wrappers, and the term "filler tobacco" means all other leaf tobacco. Collectors of customs shall permit entry to be made, under rules and regulations to be prescribed by the Secretary of the Treasury, of any leaf tobacco when the invoices of the same shall specify in detail the character of such tobacco, whether wrapper, or filler, its origin and quality. In the examination for classification of any imported leaf tobacco, at least one bale, box or package in every ten and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box or package.

Paragraph 603 provides a rate of 55 cents per pound on all other tobacco, manufactured or unmanufactured, and not specially provided for; and 35 cents per pound on scrap tobacco.

Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, and tobacco stems, cut, ground, or pulverized, were given a rate of 55 cents per pound.

Cigars, cigarettes, and cheroots of all kinds were given a rate of $4.50 a pound and 25 per cent. ad valorem on the foreign valuation. Paper cigars and cigarettes, including wrappers, were given the same rate as cigars.

Paragraph 1452, dealing with pipes and smokers' articles, provides rates as follows: Common tobacco pipes and pipe bowls made wholly of clay; valued at not more than 40 cents per gross, 15 cents per gross; valued at more than 40 cents per gross, 45 per cent. ad valorem; pipe bowls commercially known as stummels; pipes, cigar and cigarette holders, not specially provided for, and mouth-pieces for pipes, cigar and cigarette holders, all the foregoing of whatever material composed, and in whatever condition of manufacture, whether wholly or partly finished, or whether bored or unbored; pouches for smoking or chewing tobacco, cases suitable for pipes, cigar and cigarette holders, finished or partly finished; cigarette books, cigarette-book covers, cigarette paper in all forms, except cork paper, and all smokers' articles whatsoever, and parts thereof, finished or unfinished, not specially provided for, of whatever material composed, except china, porcelain, parian, bisque, eathen or stone ware, 60 per cent. ad valorem; meerschaum, crude or unmanufactured, 20 per cent. ad valorem.

(*Continued on Page 20*)

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

The Bayuk organization works unceasingly to produce cigars that will win and hold the patronage of smokers and build good will for your store.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York : 119 Lafayette Street Phone Franklin 3166

AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK PRODUCTS
A CIGAR FOR EVERY TASTE HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING
THE CRITERION OF QUALITY
PRINCE HAMLET PHILADELPHIA HAND MADE MAPACUBA
HAVANA RIBBON CHARLES THOMSON

Smoke

C. H. S. CIGARS

The Best

5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite. It is made in the most hygienic manner known to cigar manufacture.

Blackstone
2 for 25¢ **CIGARS** Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

News from Congress

(*Continued from Page 19*)

The rates on cigar labels, bands and flaps were passed as reported in the August 15, issue of the TOBACCO WORLD. Manufacturers of amber are given a rate of 25 per cent. ad valorem, on the foreign valuation.

The bill as passed by the Senate also contained administrative provisions giving the President authority to increase or decrease rates to an amount not exceeding 50 per cent. of the rates provided in the measure, where such changes are found to be desirable in view of foreign conditions, but such changes may be made only after investigation and public hearings by the tariff commission. He is also authorized to take steps to prevent dumping and unfair methods in importation or the sale of imported commodities, and may take retaliatory action aganist foreign governments endeavoring to restrict exportations to the United States by means of export duties or otherwise.

Indications at the Capitol at present are that Congress will probably adjourn about the first of October. Under the terms of a unanimous consent agreement adopted in the Senate the tariff bill was finally voted on and has now gone to conference, where the principal fight will be over the adoption of the foreign valuation plan as recommended by the Senate instead of the American valuation plan, as adopted by the House. The foreign valuation plan will probably be adopted.

The Senate now has before it the ship subsidy and bonus bills, both of which are the subject of considerable controversy. Each of the two measures will be used by many of the Senators as a vehicle for considerable political speech-making and this means that it will be some time before the two measures can be brought to a vote. The voting will be almost entirely along party lines, although some of the Republican insurgents are expected to conduct vigorous fights against the bills. It is now fairly certain that the bonus and ship subsidy will be settled before Congress adjourns, and not carried over to the next session.

Real, permanent prosperity is just around the corner, according to Government officials in Washington who have been following industrial movements during the past few months. The first indication that business generally realizes this fact, it is pointed out, is shown by the announcement that in the steel industry an increase of 20 per cent. in wages will be made effective immediately. This step was taken, it is asserted, not because the employers believe that the cost of living necessitated an increase, but because they foresaw a shortage of labor as soon as the railroad and coal strikes are settled.

As soon as the two strikes are settled and production and general transportation are on a more normal basis, it is declared the country will see a serious shortage of labor and with work available for every one who wants it there will be a prosperity which should last indefinitely. While, during the winter, industry may have to get along on a bare sufficiency of coal and may be somewhat hampered by the fact that the railroads will be struggling to resume their normal operation, it is expected that each month will see an increased activity in practically all lines of business, which, by next spring should resolve itself into a steady and persistent growth of business.

This belief is shared by all who have been watching industrial movements since the coal strike began in April. While in July business began to feel the first real effects of the coal strike, heightened as they were by the hampered transportation incident to the railroad strike, this situation will be cleared up shortly after the strikes are settled. "When the railroad and coal strikes are settled, and fuel production and transportation get down to a steady basis, there will undoubtedly be a decided shortage of labor," declared Secretary Hoover, in commenting on the announcement by the steel industry that wages were to be increased. "The fact that there is employment for all who desire it will, in itself, be an indication of the prosperity that will ensue."

According to reports received at the Treasury Department the wage increases in the steel industry indicate that the producers believe that the resumption of normal rail movement will be followed by increased demand. When the rail strike is settled, officials of the department declared, there will undoubtedly be a shortage of labor, and the increases in wages have been made by the steel industry in order that steel plants may be assured of an adequate supply of labor. The steel plants are now booked well ahead and will be kept busy for some months filling orders already taken, it was said.

It is now believed that all danger of any serious famine in coal this winter has been averted by the action of the miners and operators in certain States in compromising their difficulties with the consequent reopening of mines. This event occurred at the crucial moment, it is said, since, had production continued on the low plane which had theretofore existed, it would have been a question only of a very few weeks before industrial plants all over the country would have had to close down. With this menace removed, however, it is believed that business will be able to go ahead at its full speed and that production in all lines will increase steadily from now on.

BERNARD SIMPSON

Bernard Simpson, a well-known retailer in New York City, died August 10, age 59, at his home in Brooklyn following an illness of several months. The cigar stands in some of New York's principal office buildings and hotels had been conducted by Mr. Simpson. He is survived by his widow, two brothers and a son.

MEETING OF T. S. A.

The Tobacco Salesmen's Association of America, New York branch, will hold a meeting on Friday, September 8, at Shanley's, 114 West Forty-second Street, New York City.

DUNHILL GOLF BALLS

In addition to the sidelines already carried by many retailers the Dunhill golf ball, made in England is now being displayed in some of the chain store windows.

Anyone Can Sell "Gold Dollars" for Ninety Cents, a Real Salesman Turns "Ninety Cents" into a Gold Dollar!

In Which Class Do You Belong?

Cigar Smokers

Are demanding a high grade five-cent cigar. Are you prepared to meet this demand at a profit to yourself?

Progressive Manufacturers

Are meeting the problem by using Automatic Machinery. Low production costs mean returning prosperity for the cigar manufacturer.

Be Up With The Leaders

Are you keeping abreast of the times? "Machine Made" means "Clean Made." Your cigars will "look better," "smoke better" and "cost less" than your competitors.

Install Cigar Machines Now

Make a "real smoke" for five cents and show a profit for your company.

INTERNATIONAL CIGAR MACHINERY CO.
5520 2nd Avenue - BROOKLYN, N. Y.
EXPERTS ON ALL TYPES OF TOBACCO MACHINERY
"Fresh Work" Cigar Machines "Mold Rolling" Machines

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY

MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

Business Building

(*Continued from Page 10*)

of them, and three or four times a year do something for them. One time make up a little package of three of the finest cigars that ever happened and send to them with your compliments. Another time do some other favor. Not to all your customers, but just to your valuable ones, and let them know that you are only doing this to a few of your most highly prized customers. It will pay.

To look at a piece of statuary is interesting, but when some one explains the thought, the conception, which the sculptor tried to express in marble, the interest increases many fold.

These Business Building articles somewhat resemble a piece of statuary; which is a thought clothed in marble. Each of these articles is a thought clothed in words.

Many readers have been kind enough to say they are interesting. But to be interesting is the smallest part of their duty. Their duty is to be helpful and instructive. Each article in the Business Building Department has one thought—no more. The thought is gleaned from the words and writings of the business leaders of the country. The thought is dynamic, forceful, constructive. It is really alive. It has great capacity for work, and if it is given a chance it will accomplish wonders.

Won't you please look for The Thought in every one of these short squibs? It is easy to find, and it is the grain of wheat in the article. All the rest is merely filling, like salt, and pepper and catsup on a piece of strength-giving beef. They tickle the palate, but they don't put muscle on your bones, or strength in the muscle.

Every one of these thoughts is worth a hundred dollars. There are five thoughts in each journal, two journals a month. Therefore you are getting a thousand dollars of value a month for a measly little two bucks a year. Talk about bargains!

FOURTEEN NEW FACTORIES FOR GENERAL

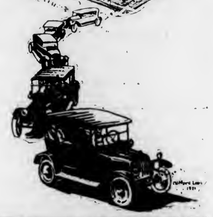
In order to supply the ever-increasing demand for "White Owl," the General Cigar Company has completed arrangements to open fourteen new factories at very advantageous points throughout the country, and expects to have all of them in operation by September 1. These new factories also give the General facilities to supply the demand for "Robt. Burns" and "Wm. Penn."

The General Cigar Company has been very fortunate in buying up an enormous supply of tobacco and there will be no disappointments from this source.

TOBACCO PRODUCTS PUTS OUT NEW MIXTURE

The Tobacco Products Corporation announces a new mixture ("Johnny Walker") composed of the very best foreign and American tobacco. This mixture has been placed on the market after very much experimenting and is pronounced to be of unusual quality. This tobacco will be marketed in $1 packages.

DETROIT



Detroit Dealers to Hold Annual Barbacue at Foss Grove on September 13—Harry Parr Says "Chancellor" Cigar Saved His Life—George Meigs, of A. Amo & Co. Rusticating—Roy Raines Joins Worth Cigar Co.—George Stocking, "Tuval" Man Gathering Orders

Detroit, Mich., August 25, 1922.

RETAIL trade conditions in Detroit are very good for this time of the year, and the wholesale end of the business is reported to be up to the standard of former years. The usual dullness of the month of August has affected all lines of business and the dealers have felt the effect of the vacation period, as Detroit is not a tourist city the summer business is generally quiet.

The coal strike has greatly embarrassed many of our leading industries and the situation is getting grave. To meet the lack of coal the Ford Motor Company have installed oil-burning furnaces in their big plant. It is reported that the change was made without making one of the 42,000 workers in it lose a day's work.

As Arthur Brisbane says, "You can do anything and face anything if you have MONEY, ENERGY, INTELLIGENCE. *Those are the three things in industry."*

J. Sadler (Perfecto Garcia & Bros.) called on the trade here last week with his "High Grade Havana Cigars," and reported some very satisfactory business from his accounts in Detroit.

Val G. Keogh (Preferred Havana Tobacco Co.) called on the dealers here this week and departed for the northern part of the State to visit his family who are summering on the lakes.

The Detroit Independent Cigar Dealers' Association and the Detroit Drug Club will hold their annual barbecue and get-together meeting on Wednesday, September 13, at Foss Grove, near Wayne. A big time is predicted, as this outing is always a great success. Games of all kinds will be engaged in, so bring your friends; it's a stag party and all the politicians will be on hand to make the party merry, as election is near.

Harry H. Parr (American Cigar Co.), the "Chancellor" man, has returned from an extended trip to the northern part of the State, where he found "Chancellor' cigars growing in sale and well installed. Harry has a new Buick car, which is fitted up in the latest idea of electric signs and shows a "Chancellor" as they burn in real life. Harry tells me a "Chancellor" saved his life thusly, as he was speeding along the road at forty per, making time to the next stopping place, he slowed down to five miles per hour to light one of his famous cigars, when off rolled his front wheel, so, thereby hangs the story, and we are glad he is with us today as flowers are high this time of the year. A B C, Harry.

Cody C. McDonnell, the "Las Vegas" kid, who looks after the distribution and boosting for F. Vega & Co., in the State of Wisconsin, visited the home office and factory last week. Cody says "Las Vegas" are going over big in his State and will soon be the leading seller in that part of the country.

Miss Katherine Heybour, the very charming and able assistant to our good friend, Charles Bird, who operates a high class cigar store in the Book Building, has returned from her vacation of thirty days at Ottawa Beach. We have always known Katherine as a very truthful and conscientious saleslady on cigars, but, when it comes to fish stories she's a queen, just imagine catching seventy-five fish in less than an hour with one line, and "all by myself" she says. Watch out, boys, the girls are leading and the summer is nearly over. Who'll be the next?

George W. Stocking (Marcelino Perez & Co.) "Tuval" cigars, is in our midst again, and is rusticating at Bert Johnson's headquarters, where he always receives some nice business. Only last week I saw Bert checking up the stock of "Tuval" cigars, and humming a little tune, that George was coming.

"The man who is the real 'boss' of his home or his business, seldom says anything about it."

Herbert V. Messick and A. L. Cuesta, Jr. (Cuesta, Rey & Co.), were recent visitors to the City of Detroit, looking over conditions regarding the fall business of their brand.

Watson & Fuller, distributors of "Robert Mantell" cigars, are going after the eight-cent business right and are placing "Robert Mantell" cigars in the limelight in the City of Detroit, which are proving a ready seller, as well as a satisfying smoke to the consumers.

"Las Vegas" cigars are receiving the place of honor at Charles G. Bird's cigar store in the Book Building this week; both windows are artistically decorated with the various shapes and sizes of "Las Vegas," which are growing in popularity with the smokers of Detroit and elsewhere.

Joe Marks (McKee-Marks Cigar Co.), Ottumwa, Iowa, called on the trade here last week and signed the TOBACCO WORLD register at Bert Johnson's. Joe says Detroit is a regular city and that he always likes

(*Continued on Page 24*)

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office 222 Pearl St. New York

Warehouse Havana Cuba

CIGARETTE MACHINES **AUXILIARY MACHINES** **TOBACCO STEMMING MACHINES**

CIGARETTE PACKING MACHINES

Nearly a half century ago the original Cigarette Making Machine was offered by our Company to the manufacturers, thereby revolutionizing the Cigarette Industry.

Since then we have grown and developed, by serving the interests of our customers.

Today more than 5,000 of our machines are in daily use throughout the world.

Catalogues and quotations upon request

UNITED CIGARETTE MACHINE COMPANY

INCORPORATED

LYNCHBURG, VA., U. S. A.

Canadian Representative: GEORGE E. GOLDSTEIN 310 Nicholas Bldg., Montreal

Cuban Representatives: LARRAZABAL Y CIA Calle De Concordia No. 5, Habana

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.

MAKERS

Lima :-: Ohio

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Detroit News

(Continued from Page 23)

to make the town, not only for the good business that he gets here, but the many other environments that lay within our bounds.

Ben Bialk, manager of the Charles F. Mann Drug Co., has returned from a two weeks' vacation to Duluth and the northwest, including a tour of the great Lakes.

The Calvert Lithographing Company gave their annual outing at Bob-Lo, on Wednesday, August 23; the honor guests of the day were the entire sales staff and office force of the American Box Supply Company; the parade was lead by President J. B. Thatcher in his Packard Twin Six followed by the "fair ones" of the office in their limousines.

"American women and some savage African tribes pluck out their eyebrows."

Miss Elsie Wenslow, of J. P. Lieberman & Company, has returned from a two weeks' vacation trip "down on the farm," with the cows and chickens. Elsie says that's the life for her, and the only place to enjoy a real rest, when in need of a vacation.

Julius Oppenheimer (Dasco Import Co.), New York, N. Y., "Pipes and Smokers' Articles," called on the retail trade here last week, and reported a very satisfactory business on his line.

"Beech-Nut Cigarettes," are being well advertised here, and H. G. Hoyt, sales manager, has a crew of salesmen who are decorating the city from one end to the other with window displays; the beach scene showing the nifty bathing beauties are attracting much attention, as well as many buyers for "Beech-Nut" cigarettes; "You can't help but like them!" They are DIFFERENT—they are GOOD.

Leo M. Lehman, of E. P. Cordero & Company, "Mi Hogar" cigars, was a recent visitor to Detroit, in the interest of his brand.

W. W. Tucker has removed his cigar store to the corner of Temple and Woodward Avenues, in the store formerly occupied by the Harry W. Watson Co., which has been refitted in the latest fixtures and up to date in every respect. All popular brands are featured as well as many special and private brands. Mr. Tucker is always on the job to see that his customers receive prompt and polite service.

Harry Bassett (Mi Lola Cigar Co.) has returned from a two weeks' trip to the factory headquarters in Milwaukee. Harry says he spent the entire time going over the plant and has returned full of pep and vim and will make them all "Learn to Say Mi Lola."

"The best way to get up in the world is to get down to business."

Dave Jenks (G. H. P. Cigar Co.), the "El Producto" ambassador has returned from a six weeks' trip to Ohio, where he has been lining up the various cities in his usual style. Dave says "El Producto" are going bigger than ever and growing more popular every day; his only trouble is he can't keep his jobbers stocked, as their factories are far oversold.

Charles G. Neff, sales manager of the Brotherhood Cigar Co., Lima, Ohio, called on the Detroit jobbers this week.

Charles Coombs, president of the Central Cigar Company, had some experience last week with the light finger artists, who are numerous during the rush hour.

While boarding the car for home, Charlie was assisted with his market basket by a kind and friendly gentleman (he thought) who, by the way, did not take the same car. Charlie grew suspicious and reached for his bank roll, only to find it had flown with the kindly gentleman, but, lucky for Charlie, for he only had a few dollars and some checks in his wallet.

"Lucky Strike" cigarettes are occupying the place of honor in attractive window displays in the General Cigar Company's chain stores.

George Meigs (A. Amo & Co.), "La Democracia" cigars, is living a life of ease at his summer home on Sainte Claire flats, and we hear from George only via Radio and he is receiving orders the same way. From the last Radiogram received reports show young ducks plentiful, and his trusty guns are receiving his personal attention.

F. B. Calkin, who operates an up-to-date drug store at 8257 Twelfth Street in the vicinity of Virginia Park, has the reputation of having the longest arms of any druggist in Detroit. One night last week, two members of the "hold up squad" visited F. B. at about 11 P. M., rifled both cash registers of all currency and relieved him of his watch and chain. While the gentlemen were engaged in their trade, F. B. was told to hold his hands high, so, according to reports he brushed the flies off the twelve-foot ceiling, and never knew his arms were so long.

Roy A. Raines has accepted a position with the Worth Cigar Co., distributors of "Las Vegas" and "Optimo" cigars, to work the east side of the city and will specialize on these two brands.

W. E. Van Houten, of Chicago, signed the TOBACCO WORLD register at Bert Johnson's this week.

Thieves made away with the delivery truck of August Quandt, wholesale tobacconist, of 2317 Russell Street, but fortunately the truck was empty and the only loss suffered was the set of tires and other movable parts; the truck was later found by three small boys, who helped restore it to the owners.

News of the tobacco business,-if good or bad, appears in the TOBACCO WORLD. Hold-ups, skin games and theft always reported, even fish stories are related. It's worth TWO BUCKS per year to let Mike tell it to you. So send on your money and we will do the rest.

MIKE OF DETROIT.

CHARLES H. BRADLEY

Charles H. Bradley, veteran cigar manufacturer of Dubuque, Iowa, died on Thursday, August 17, following an operation at the Finley Hospital, where he underwent an operation for intestinal trouble Tuesday evening.

Mr. Bradley was associated with his brother, William L., in the firm of Bradley Brothers, cigar manufacturers, in which firm "Charley" was active until a few days ago.

Mr. Bradley was also a director in the Second National Bank, the Key City Gas Company and many other enterprises.

He was educated in the public and high schools of Dubuque and immediately plunged into active business, his first venture being with the wholesale tobacco firm of Dewstow, Glasser and Bradley. Beside his widow, he is survived by four children, Lester W., Mrs. Kate Lacey, Elizabeth Jones and Charles H. Bradley, Jr., and two brothers, William L. and John H. and one sister, Mrs. Elizabeth D. Lewis.

Mr. Bradley's home was at 1275 Seminary Street.

For Your Protection

The Government of Porto Rico requires that a Guarantee Stamp be affixed to every package of Tobacco—either leaf or manufactured—for consumption in or out of that Island.

These Stamps are classified by color and reading to show the exact source of the Tobacco labeled—whether of native growth, foreign origin, or a blend of these.

Your purchases are thus protected against fraud and adulteration. Whatever your requirements, you are sure to get what you have bought.

Look for this Guarantee Stamp on your barrels or bales—see what the color tells you.

WHITE—if of native grown tobacco;

PINK—when of foreign soil; and

BLUE—when a combination of native and foreign tobaccos.

For further information, call or write

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

J. F. VAZQUEZ, Agent

126 Maiden Lane, - New York, N. Y.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

OUR MART. N'B'R'M:—42,755. For cigars. August 14, 1922. N. B. Tuero, New Orleans, La.

ROOSEVELT HIGHWAY:—42,756. For all tobacco products. August 15, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

COMMANDER DAVID McDOUGAL:—42,758. For cigars, cigarettes, tobacco. August 18, 1922. Haas Bros., Cincinnati, Ohio.

BEN NUN:—42,759. For all tobacco products. August 18, 1922. Schwarzkopf & Ruckert, New York City.

HATCHET:—42,760. For cigars. February 27, 1922. Ward P. Roberts, Inc., Milford, Mass.

CHATHAM:—42,763. For pipes. August 11, 1922. By Max Weingarden, Buffalo, N. Y.

RAMSGATE:—42,768. For pipes, cigars, cigarettes and tobacco. August 11, 1922. Max Weingarden, Buffalo, N. Y.

ALDGATE:—42,766. For pipes. August 11, 1922. Max Weingarden, Buffalo, N. Y.

CLUBMEN:—42,767. For pipes. August 16, 1922. Max Weingarden, Buffalo, N. Y.

MacTAVISH BLEND:—42,769. For smoking tobacco and cigarettes. August 14, 1922. Valleau Dingman & Co., San Francisco, Cal.

DREAM CASTLES:—42,770. For smoking tobacco and cigarettes. August 14, 1922. Valleau Dingman & Co., San Francisco, Cal.

TRANSFERS

LURIDO:—28,879 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 21, 1903, by Geo. Schlegel, New York City. By various transfers acquired by Adolph Frankau & Co., New York City, and re-transferred to E. C. McCullough & Co., Inc., New York City, August 17, 1922.

MARTHA JEFFERSON:—23,423 (Trade-Mark Record). For cigars and cigarettes. Registered October 23, 1900, by Powhatan G. Gordon, New York City. By transfer acquired by Ruy Lopez Co. and re-transferred by Havana Production Co., New York City, successors to Ruy Lopez Co., to John Wardlow, Key West, Fla., July 12, 1922.

EL POSO:—14,943 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 16, 1905, by H. Grabosky, Philadelphia, Pa. By various transfers acquired by El Modelo Cigar Co., New York City, and re-transferred to Jacob Rich, New York City, August 4, 1922.

SMOKING NOT CAUSE OF CANCER

The British medical profession has violently rejected a theory that smoking is the sole cause of cancer of the lips, tongue, mouth and throat.

Sir St. Clair Thompson says: "In common with all laryngologists, I have had in numerous cases patients who had never used tobacco. I have recorded six cases of cancer of the larynx in females who had never smoked in their lives. In each case the diagnosis was confirmed by the microscope. They did not chew tobacco nor indulge in any similar habit, and they were either teetotalers or extremely temperate drinkers."

BENNETT BREAKS AWAY FROM THE UNIONS

J. M. Bennett & Son, Oneida, New York, announced they are through with the unions and union committees, but are always willing to meet their own men to settle any difficulties.

The unions have been holding out for an increase in wages and Bennett & Son for a decrease. All of their old employes will be given an opportunity to return to their work if they so desire.

TOBACCO INDUSTRY IN ITALY

The United States Department of Commerce weekly report states: "Italy has always provided a good market for American raw tobacco. American leaf tobacco in the past comprised fully 80 per cent. of Italian purchases abroad. The amount of tobacco brought from the United States has shown a progressive increase up to last year.

"The decline in imports for 1921 may be attributed to the fact that the importations of leaf tobacco by the Italian Regie of the 1918 and 1919 crops were far in excess of their normal requirements, aggregating approximately their purchases for any three previous years, thereby creating quite a surplus stock which placed them in a position to make only a purchase of pre-war proportions of the 1920 crop.

"The entire tobacco business in Italy, viewed from every angle, is a matter of State control; the importation, the native cultivation of the plant, its manufacture and distribution are all subject to strict Government control and regulation. The Government issues the seed to the native tobacco grower, supervises the cultivation of the plant, sees to it that the crop is harvested under Government inspection and eventually stored in Government warehouses.

"All tobacco that does not come up to tests imposed by State Inspectors and all plants that are not worth harvesting are carefully destroyed in order that no contraband sales or private cultivation may be carried on by a farmer. The Government derives an enormous revenue from the monopoly. In the fiscal year 1920-21 over two and one-half billion lire (about $125,000,000) were realized from the monopoly and is making an intensive effort to encourage native production, not so much for the purpose of cutting down imports but as to increase its revenues.

ORTIZ BROTHERS EXPAND

Ortiz Hermanos, the leaf tobacco growers of Aibonito, Porto Rico, have emphasized their marked expansion by opening branch offices at 244 Pearl Street, New York City, in which much of the negotiations for leaf sales will be made direct to leaf merchants and second hands on the New York end.

Francisco Ortiz, of this pre-eminent leaf tobacco house, will be supervising executive of the New York branch.

Ortiz Brothers have also entirely absorbed the leaf tobacco house of Andres Ortiz & Co., heretofore located at 136 Water Street, New York City, in which they have both been parties-in-interest in the past.

In the newly opened New York branch the Brothers Ortiz will strive to foster closer relations with their already established American clientele, as well as to attract new accounts, by bringing to the direct attention of manufacturers and dealers in the United States the leaf tobacco of quality in which they exclusively specialize.

PETITION IN BANKRUPTCY

An involuntary petition of bankruptcy has been filed against the Royal Blue Cigar Stores, Inc., in New York City, showing estimated liabilities $20,000 and assets of $10,000.

WESTERN REPRESENTATIVE RESIGNS

I. F. Schnier has severed his connection with the Pasbach-Voice Lithographic Co., Inc., as sales representative for the territory from Denver, west, with headquarters in San Francisco, Cal. No statement has been made as to Mr. Schnier's plans for the future.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

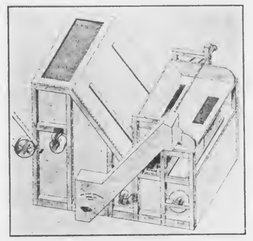
SEPTEMBER 15, 1922

VOLUME 42 NO. 18

THE TOBACCO WORLD

LIBRARY RECEIVED SEP 16 1922 U. S. Department of Agriculture

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Mr. Cigar Manufacturer!
Consider the Wooden Box From This Angle

Your two ultimate sources of sales—the retailer and the consumer—prefer Cigars packed in Wooden Boxes.

The retailer likes the Wooden Box because: (1) His display case has been designed specifically for the Wooden Package. (2) No other form of container lends itself so well to counter and window display. (3) The porous feature of wood enables the cigars to season under ideal conditions.

The consumer prefers the Wooden Box because: (1) Cigars packed in this way are kept in the prime condition that insures perfect smoking qualities and (2) Only from the Wooden Box can be made selections for color, shape and workmanship.

(ADVERTISEMENT)

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia **Penna.**

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Dealers
CAN NOW GET
DILL'S BEST
THROUGH ANY
REGULAR
JOBBER

J. G. DILL CO.,
RICHMOND, VA.

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY

MANUFACTURERS

Harper & Seneca Streets Detroit, Mich.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transaction. Write full particulars. Address Distributor Box No. 450, care of "The Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 42 SEPTEMBER 15, 1922 No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street New York City

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

CAN'T BE BEAT!

Forty-two years in a WOODEN BOX and well preserved. Would you refuse to pack your cigars in a package of this kind? "Satisfactory Box Service" is our motto.

MONROE JARRETT & SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

WE CAN SUPPLY YOUR NEEDS FOR
LITHOGRAPHED WINDOW DISPLAYS
IN ANY QUANTITY FROM 100 UP
WE SPECIALIZE IN SHORT RUNS
AND LARGE QUANTITIES OF

Cardboard Screens
Panels
Cut-outs
Easel Displays
Hangers
Posters
Small Card Signs

LET US CONSULT WITH YOU FOR YOUR 1922 NEEDS

Rex Window Advertising Co., Inc.
71 W. 35th St., New York City

Webster Cigars
STANDARD FOR OVER FIFTY YEARS

SIZES 2 FOR 25c TO 25c STRAIGHT

A rare bit of nature's greatest effort, producing a fine, mild, aromatic cigar. Manufactured and aged by the most scientific methods. Not a secret blend, but a combination of the highest priced tobaccos that the finest plantations grow.

WEBSTER CIGAR CO.,
5545 GRANDY AVE., DETROIT, MICH.

Volume 42

THE TOBACCO WORLD

Established 1881

Number 18

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 15, 1922 Foreign $3.50

EDITORIAL COMMENT

CONDITIONS in the Eastern part of Pennsylvania and other sections as well, have not improved in the cigar manufacturing industry despite the increases which have been granted in wages. Cigarmakers are still scare and a man who could deliver factories and the help to run them could keep himself busy, and in addition make some money out of it.

The reflection of the wage situation is seen in the increase in price of a few brands already. Under present conditions manufacturers would like to absorb as much of the increase as possible and it is therefore evident that when the cost of cigars are increased to take care of increase in the most of manufacture, that the margin on which most manufacturers are working is very small.

Labor conditions, however, emphasize that the industry must depend more and more on mechanical facilitating devices. The use of machinery in the cigar industry will go far toward stabilizing conditions are regards labor and will in addition help to standardize manufacturing methods and products.

Progress in this industry will be arrived at through the use of mechanical devices, and machinery can also be depended upon to keep down or even lower present costs of production.

IF there is nothing more to recommend trade paper advertising than the fact that it familiarizes the trade with brand names and identifies the manufacturer, it is still the cheapest advertising in the world.

Yet there are many cigar manufacturers who dubt the slogan, "It Pays To Advertise." They see larger concerns start advertising and become successful. "They had money behind them," is the explanation offered. As a matter of fact they did have money behind them—they had to have money to manufacture cigars. Far and beyond that point, however, they told the trade through the business journals that they had good cigars, that they were properly priced, and their cigars lived up to every claim they made for them. The advertising paved the way; the salesmen called, jobbing connections were established. The cigars began to "catch on." They kept up their advertising and they kept up the quality of their cigars. They are still doing a profitable business and slowly increasing their output.

Advertising must be backed up by the right product. It cannot make a bad cigar into a good one. Not many years ago a firm with unlimited capital advertised its cigars extensively, and opened accounts with reputable jobbers throughout the country.

But the cigar didn't stay long in one place, nor did they move as rapidly after a few months. Still later the same brand was being offered by jobbers with large stocks at nearly one-half the list price. In less than two years the affairs of the company were wound up with losses running over a quarter of a million dollars.

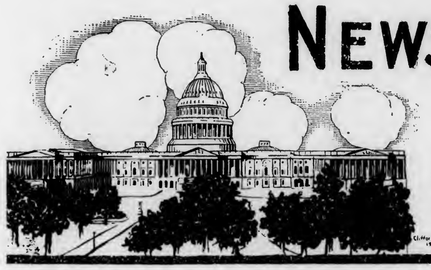
Whether the cigar was inferior to the standard in its class, we are not prepared to say, but backed by advertising it did command the average price in its class in the beginning.

There are scores of brands today practically unknown which are as good as the average successful advertised brand. But because they are unknown neither the jobber nor the retailers will pay the average price. Yet if those cigars were consistently advertised over a period of time there is no doubt, but what they would command a much better price.

When business falls off and we hit a period of depression the first brands to go are those that are little known. That is why when business is good, every manufacturer of good cigars should spend some money in trade advertising to build prestige and good will that will keep his brands alive in the jobbing houses and retail stands when a slump comes.

A number of manufacturers used to state on their letter heads and box labels to the effect that they did not advertise but instead gave added value in the product itself. Most of these have either ceased business or started advertising.

(*Continued on Page 19*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE tobacco duties as passed by the Senate will obtain in the new tariff bill, in accordance with a report made on September 12 by the conference committee. The committee made but few changes of any importance throughout the bill, probably the most important from the viewpoint of the tobacco trade being the reduction of the House plan for American valuation and the continuance of the present plan of assessing duties upon the foreign value of the imported commodities. In line with this policy the conferees also adopted, practically as written, the Senate provisions for "flexible tariff" under which the President is given authority to change duties to an extent not exceeding 50 per cent. in order to meet differences in the cost of production in the United States and abroad, to cope with unfair methods of competition in the importation and sale of imported commodities and as retaliation against foreign governments which impose restrictions upon commodities destined for the United States.

Following is a resume of the tariff bill as reported by the conference committee:

Wrapper tobacco and filler tobacco, when mixed or packed with more than 35 per cent. of wrapper tobacco, and all leaf tobacco, the product of two or more countries or dependencies when mixed or packed together, if unstemmed, will carry a rate of $2.10 per pound; if stemmed, the rate will be $2.75 per pound; filler tobacco not specially provided for, if unstemmed, will be dutiable at 35 cents per pound, and if stemmed, at 50 cents per pound. All other tobacco, manufactured or unmanufactured, not specially provided for, will be dutiable at 55 cents per pound and scrap tobacco carries a rate of 35 cents per pound. The bill carries as definition for wrapper tobacco practically the same as that now carried, providing that "wrapper tobacco" as used in this title means that quality of leaf tobacco which has the requisite color, texture and burn, and is of sufficient size for cigar wrappers. The term "filler tobacco" means all other leaf tobacco.

Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, and tobacco stems, cut, ground, or pulverized, are dutiable at 55 cents per pound. Cigars, cigarettes, cheroots of all kinds, are assessed $4.50 per pound and 25 per cent. ad valorem and paper cigars and cigarettes, including wrappers, will be subject to the same duty.

Common tobacco pipes and pipe bowls made wholly of clay, valued at not more than 40 cents per gross, will be dutiable at 15 cents per gross; where valued at more than 40 cents per gross the duty will be 45 per cent. ad valorem. Pipe bowls commercially known as stummels; pipes, cigar and cigarette holders, not specially provided for, and mouthpieces for pipes, cigar and cigarette holders of whatever material composed and in whatever condition of manufacture; pouches for chewing or smoking tobacco, cases suitable for pipes, cigar and cigarette holders, cigarette books, cigarette book covers, cigarette papers in all forms, except cork paper, and all smokers' articles whatever, and parts thereof, will be dutiable at 60 per cent. ad valorem. Meerschaum, crude or unmanufactured, is to be dutiable at 20 per cent. ad valorem.

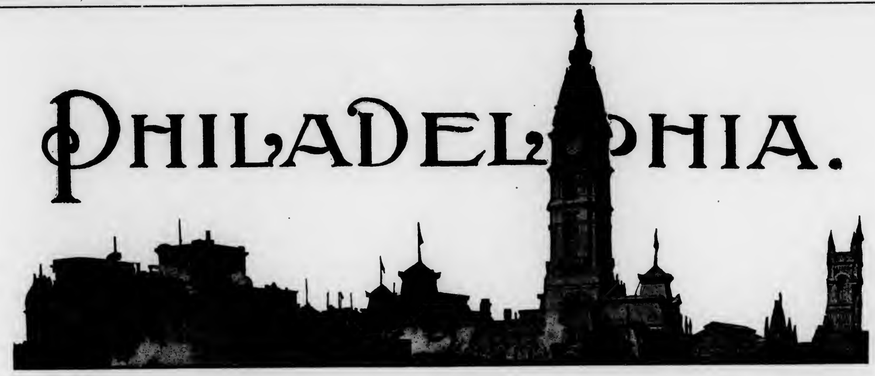
The committee substituted a rate of 20 per cent. ad valorem as a compromise between the 15 per cent. rate of the House and the 25 per cent. rate of the Senate for manufactures of amber.

The Senate rates were adopted for cigar bands and lithographs. Cigar bands printed in less than eight colors (bronze printing to be counted as two colors), but not printed in whole or in part of metal leaf, will be dutiable at 35 cents per pound; printed in eight or more colors (bronze printing to be counted as two colors), but not printed in whole or in part of metal leaf, 50 cents per pound; and if printed in whole or in part of metal leaf, 65 cents per pound.

The bill provides for bonded warehouses for tobacco and certain other commodities as at present, and provides that articles manufactured may be withdrawn under such regulations as the Secretary of the Treasury may prescribe for transportation and delivery into any bonded warehouse at an exterior point for the sole purpose of immediate export therefrom. It is provided, however in the bill as reported by the conferees, that cigars manufactured in whole of tobacco imported from any one country, made or manufactured in such bonded manufacturing warehouses, may be withdrawn for home consumption on the payment of duties on such tobacco in its condition as imported under such regulations as the Secretary of the Treasury may prescribe and the payment of the internal revenue tax accruing on such cigars in their condition as withdrawn, and the boxes or packages containing such cigars shall be stamped to indicate their character, origin of tobacco from which made, and place of manufacture.

The "inherent soundness" of the business situation has been the outstanding feature of the month,

(Continued on Page 21)



J. BROOKS' NEW CIGAR

J. Brooks, so well known for his "five-cent smoker," is offering a new cigar, to be known as "Cuban Girl." This brand name was originally owned by Consolidated Cigar Co. and recently purchased by Mr. Brooks. "Cuban Girl" has Havana and Porto Rican filler, and is Connecticut shade-grown wrapped. Selling two for fifteen cents.

LAST GASP AT OLD CONTINENTAL HOTEL

A large consignment of five-cent smokers is being sold by the box at $2.50 per at the old Continental Drugstore Stand. It is a last gasp of business at that once busy southeast corner of Ninth and Chestnut. The new Ben Franklin Hotel will lend a new color to this familiar corner.

"MARVIN" CIGARS WINNING FAVOR

F. C. Schaible, who recently left the F. C. Schaible Co. and started a factory at 3952 N. Ninth Street, Philadelphia, reports a very gratifying demand for his "Marvin" brand. Advancing in a conservative way Mr. Schaible is now producing and marketing 6000 cigars a week. The quality, shape and size of "Marvin" cigars are winning for it unqualified favor and esteem.

MORE "BLACKSTONES" FOR DUSEL-GOODLOE & CO.

Paul Brogan, president of the company, visited the factory of Wait & Bond, Newark, N. J., makers of the well-known "Blackstone" brand, last week, and reports that the sales on "Blackstone" in Philadelphia had increased 68 per cent. over last year. The increase in Atlantic City being 50 per cent. over last year. Mr. Brogan considers this a remarkably good showing over last year's business.

ROIG & LANGSDORF APPREHENSIVE

Mr. Dietz, of Antonio Roig & Langsdorf, seems inclined to think the present labor agitation, so prevalent throughout the country, is going to have a serious effect on the cigar industry.

He announces there will be no more changes made in their cigar sizes.

The annual meeting of the directors is expected to be held between September 15 and October 15.

"LA PALINA" OVERSOLD AS USUAL

Mr. Willis Andruss, sales manager of the Congress Cigar Co., reports that with a daily production of half a million cigars in their six factories, they are still millions oversold.

Mr. Chas. Bock, of the Bock-Stauffer Co., the Pittsburgh distributors of "La Palina," called at the office last week on his way to Atlantic City, for a much needed rest. He reports conditions in Pittsburgh steel industries booming. His only complaint being a big shortage of "La Palina" cigars.

George Krauss, manager of the New York branch house of the Congress Cigar Co., was at the factory last week. The headway he is making is very gratifying to the home office.

Mr. Andruss is loking for a much bigger production after all hands are back from vacations.

WM. H. BAILEY OVERSOLD

"Bill" Bailey, who is so widely known for his Manila and Porto Rican lines, states that he is way oversold on "Alfonsas." He is expecting another big shipment of the "Hawley" brand. Bill's recent lot of 200,000 of "Tiona" brand is entirely sold out. He has orders in for 100,000 more.

The Manila brand known as "Vamp," five-cent cigar, a recent acquisition at the Bailey emporium, "went" with a bang. "Bill" placed them on many of the best counters in town, where they are selling rapidly and making friends.

EL PREDOMINO CIGAR CO. GREETINGS

Mr. Cohn, manager of the home of the well-known and popular "Della Casa" cigar, is greeting friends at their new factory, 110 N. Second Street. With these larger quarters and better facilities he hopes to greatly increase the production of "Della Casa," which has already reached a daily production of 55,000. They employ 60 hands.

RELIABLE CIGAR CO. "GETTING THERE"

The Reliable Cigar Co., with Mr. T. Weinberg as manager, starting in business in the early summer months at 215 S. Fifth Street, is featuring their brand "La Borona," Class B and C cigars, selling for ten and twelve cents. It has reached a production of 20,000. Among the many accounts opened, who are pushing "La Borona," are Max Schwartz and Louis Adelmoi, of Atlantic City, Finkleman Bros. and the "Scarlet" stores of Philadelphia.

JULY PRODUCTION FIGURES CORRECTED

Under date of September 6, the Internal Revenue Bureau sends out a corrected statement of the production of tobacco products for that month. The chief change is the figures on the production of little cigars. Instead of the production being 114,041,287 little cigars, which would have meant an increase of nearly 150 per cent. over the previous July, the corrected figures are 42,341,287, which indicate a decrease of more than 10 per cent.

There was an error also in the figures given for the production of small cigarettes in July. Instead of 5,210,962,010 they should have read 5,246,812,010.

M. M. KITZ PASSES AWAY

M. M. Kitz, pioneer settler of Oshkosh, Wis., and well known cigar box manufacturer of that city, passed away on September 4 following a stroke of paralysis. Mr. Kitz was 89 years old. He is survived by his widow, two sons, George and Martin, who now conduct the cigar box business, two daughters and a step-son.

CIGARETTE DROP SHIPMENT

The W. Duke Son & Co. branch of the Liggett & Myers Tobacco Co. are advising the trade that they will make drop shipments by parcel post or express prepaid, of twelve cartons of their cigarettes and allow the retail dealer 35 cents which will be deducted from the face of the invoice. This allowance will apply only on each twelve cartons included in the order. No order will be accepted for more than 72 cartons.

Each order must include at least three listed brands of their cigarettes and each style packing will count as a brand. For the purpose of this drop shipment cigarettes will be packed only in 12, 24, 36, 48, 60 and 72 carton containers. Orders must therefore be only for these size containers.

N. C. L. T. A. PROTESTS CANADIAN IMPORT TAX

W. L. Crounse, Washington representative of The National Cigar Leaf Tobacco Association of the United States has filed a formal memorandum against the newly enforced customs regulations of Canada wherein a tax of 3¾ per cent. is imposed on tobacco imported from the United States. This is imposing a burden on the small manufacturer in Canada, who cannot import his leaf direct from the producing country and also amounts to discrimination against the American dealer.

HARKERT CIGAR CO. TO HIGHEST BIDDER

The business of The Harkert Cigar Co., of Davenport, Iowa, including the assets and liabilities, will be sold to the highest bidder on account of the death of Hans Harkert. Sealed bids will be received up to October 1 and must be accompanied by certified check for 5 per cent. of the amount of the bid. Outstanding contracts are to be assumed by the purchaser.

GOOD PENNA. TOBACCO CROP

The U. S. Department of Agriculture reports the Pennsylvania tobacco crop outlook to be 84 per cent. of normal as of September 1, indicating an average yield of 1361 pounds per acre and a total production for the year of 55,793,000 pounds as compared with an average of 55,611,000 pounds for the past ten years.

About Town With F. A. T.

F. L. Rowland, of the New York offices of the Preferred Tobacco Co., of Tampa, was in town last week calling on the trade. Mr. Rowland has just recovered from a six weeks' illness.

Mr. Sam Paley and Son, Wm. S. Paley, of the Congress Cigar Co., are in Havana, Cuba, to purchase tobacco.

E. S. Thomson, of Thompson & Price, Memphis, Tenn., was in town this week.

Mr. Davis, of Bayuk Bros., is spending his vacation at Wildwood, N. J.

"Hi" Hammer, of Corral-Wodiska Co., Tampa, was in town this week, calling on the trade. After "cleaning up" he plans to sail for Europe October 1.

Jacob L. Kraus and "Ed" Weil, both of Antonio Roig & Langsdorf, are spending their vacations at Lake Placid, N. Y.

E. M. Laing, of P. C. Fulweiler & Bro., is taking his vacation on the Eastern Shore of Maryland.

FRANKLYN POLLOCK JOINS PASBACH-VOICE

Franklyn Pollock has started for the West to take charge of the San Francisco selling office of Pasbach-Voice Lithographing Company, Inc. The territories covered by this office include Texas and all points west of and including Denver, Colorado. The firm of Pasbach-Voice is working to capacity and the unusual service and workmanship of this house will be continued. Mr. Pollock will make his temporary headquarters, until further notice, at the St. Francis Hotel, San Francisco, California.

"NEW SOUTH" HALF MILLION OVERSOLD

"New South," the cigar brand of Curry & Smith Cigar Co., Orlando, Fla., is rapidly catching on in various territories and the factory reports that they are now more than half a million oversold.

In order to facilitate production this firm has just completed the installation of fifty Liberman suction tables and six Liberman automatic bunch machines. This is the first suction plant to be installed in Florida, and it is now in successful operation.

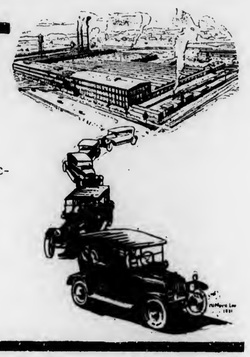
H. L. Bush, factory representative of the Liberman Manufacturing Co., of Philadelphia, Pa., made the installation.

Curry & Smith are now filling orders by express and before long hope to take care of all future orders promptly.

OPPERMAN BACK FROM WEST

After a three months' trip through the West Louis H. Opperman, of the Opperman Cigar Co., Johnstown, Pa., has returned to his desk. Mr. Opperman was a delegate to the Rotary Convention held in Los Angeles and has some interesting experiences to relate to his many friends whenever the opportunity offers.

DETROIT



Webster Cigar Co. Adds 150,000 a Day to Their Production—Big Building Boom During August—Tom Monroe, Vice-President, Spietz Cigar Co., Returns From Fine Trip—Charlevoix Hotel Closes

Detroit, Mich., September 10, 1922.

NEW construction in Detroit in August set another high record with a total of 2647 permits to cost $13,103,831. This record has been exceeded in only two previous months, when September, 1919, gave a total of $17,343,085 and May, this year, $14,123,100. This August figure will go a long way toward building up the aggregate for this year which is now making heroic efforts to surpass previous high annual records.

August auto output maintains high rate, factories produced 20,000 more cars than in July, according to census of the N. A. C. C. Heavy production continued in the automobile factories during August. While the total production for July reached 244,444 cars, estimates based on shipping reports for the first three weeks of August indicate this figure will be exceeded by more than 20,000 machines.

Dodge Brothers, Inc., will begin immediately to construct an eight-story addition to its plant in Hamtramack to cost approximately $1,500,000, completion of the new unit is expected about the first of the year, and will give employment to several hundred additional workers.

M. A. Levine, of H. Duys & Co., Inc., called on the Detroit manufacturers last week.

Ed Heinemann, manager of the cigar department of David Wallace & Sons, has returned from a three weeks' vacation to Port Hope, Mich. Ed. says he is feeling fine as a fiddle and is ready for the fall rush, which is always big at his stand.

William Levison, of Friend & Co., called on the Detroit manufacturers last week.

Arthur G. Wiedmann of the Wiedmann-St. Louis Cigar Box Company, was a recent visitor to the City of Detroit, conferring with the officials of the American Box Supply Co.

Tom Powell, of "El Roi-Tan" fame, has returned from an extended trip through the State in the interest of his brands, which are growing in popularity in every section and repeating rapidly with every dealer.

President J. B. Thatcher, of the American Box Supply Company, has returned from a six weeks' business trip through Canada and the Northwest.

I dropped into the Webster Cigar Company's plant on Grandy Avenue the other day to have a little chat with Mr. Sam Gilbert, and as usual found him with a stack of telegrams and special delivery letters from "Webster" distributors all over the country, begging for more "Webster" cigars. Mr. Gilbert states with the opening of the new plant on Goldner Avenue, which has a capacity production of 150,000 cigars per day, and the Grandy Avenue plant, which is working to full capacity, he hopes to be able to supply his present distributors with enough "Webster" cigars, but he will be unable to take on any more new accounts for some time to come. The "Webster" cigar is meeting with great success in every section of the country and the smoking public are singing the praises of the wonderful qualities of the "Webster" cigar.

Mrs. C. M. Sayles, who conducts the Flat-Iron store at 218 John R Street, where all the popular brands of cigars are featured as well as all the delicacies in the confectionery line, has returned from a four weeks' vacation trip through Canada, visiting all the points of interest.

"When there is corn on the cob on the table etiquette flies out the window."

E. W. Klein (Cortez Cigar Co.), Key West, Fla., paid his respects to Detroit last week and signed The Tobacco World register at Bert Johnson's.

Pete Payette (Havana-American Cigar Co.) is with us again and is launching a campaign on "La Preferencia" cigars, which already enjoy a very fine distribution and are growing in sale. John T. Woodhouse & Co. are the Michigan distributors.

Chas. W. H. Robinson (Bayuk Bros.) is back in the harness again, after spending several weeks at Northport Point, Mich., where he and Mrs. Robinson were registered at Cedar Lodge.

E. A. Condax (E. A. Condax & Co.), New York City was a recent visitor to Detroit. While here Mr. Condax was piloted over the city by his local representative, "Condax Shelley," who is very popular with the local trade and has "Condax" cigarettes well placed throughout the city.

W. W. Rosebro, president, and Sam Litz, treasurer of F. Vega & Co., manufacturers of "Las Vegas" cigars, have returned from a tour of inspection of their Dayton, Ohio, plant.

Bert Johnson's cigar stand at the G. & R. McMillan Co. are featuring "La Confesion" cigars this week with an attractive window display and a case line-up of the various sizes.

W. M. Simpson (Pamies Arango & Co.) was a recent caller on the Detroit cigar dealers and reported a very satisfactory business.

"Why is it that most fathers, when they want to knock something into a boy's head, always hit him on the other end?"

(*Continued on Page 18*)

TAMPA

Wrapper Selectors' Union Disbands—All Tampa Factories Busy — Skilled Cuban Cigarmakers Arrive

(By Telegraph.)

Tampa, Sept. 13th.

Demands from the Union of Wrapper Selectors has brought partial trouble. This has been checked by the manufacturers, who were prepared to counteract the movement, which will fail for lack of support. There is no cause for alarm and no further trouble is anticipated.

VERITAS.

(By Telegraph.)

Tampa, Sept. 14th.

The Wrapper Selectors' Union disbanded yesterday, thus assuring permanent peace in the Tampa cigar industry.

VERITAS.

Tampa, Fla., September 12, 1922.

Overzeal on the part of leaders of the movement for a Greater Tampa, was the cause of the failure to accomplish the annexation of the proposed surrounding territory, without first obtaining the consent of the people interested outside of the present city limits. On election day these people voted overwhelmingly against annexation, and the vote in the city proper was so light and divided that the proposition was lost three to one. This result shows that no set of men can dictate forever to an enlightened citizenship the selfish policies of their own will, when these run against the grain of public sentiment.

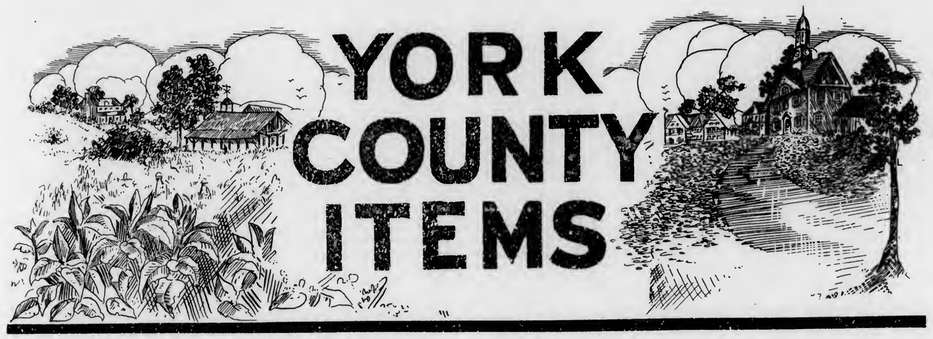
The defeated annexationists put the blame for the downfall of their pet scheme on the indifference of city voters and the lack of stimulus on election day, although a number of automobiles were used to carry voters to the polls; but the usual brass bands and vociferous shouting were entirely lacking. It is true that brass bands and automobiles are very expensive; but in this epoch of radioactivity, a few radio horns conveniently distributed at prominent corners of the city and operated from a central broadcasting station on election days, urging the voters to do their duty, would be an economical system of election propaganda. Musical pieces could be interjected with patriotic tunes and songs, like for instance, the already forgotten "Over There," with appropriate verse for the occasion, would have a wonderful effect in the gathering of votes. I give this thoroughly modern idea free for future use to my fellow-citizens. No patent applied for.

Among other people very much concerned about the passage of the new tariff, are the cigar manufacturers of Tampa working in bond; and the reason is, that somebody in Washington conceived the silly idea of introducing a bill through the Senate, so comprehensive as to effectually kill the present made-in-bond system of manufacturing cigars. The cigar manufacturers affected by the new incubus, greatly alarmed at the gloomy prospect of seeing their legitimate interests wiped out without warning, got together and sent to Washington the Attorney of the Cigar Manufacturers' Association, Kenneth I. McKay, to present their protest and prevent the passage of the obnoxious bill, with the result that last Friday a telegram was received from Senator Duncan U. Fletcher of Florida—who always takes great interest in the Tampa cigar industry—with the assurance that the bill establishing open zones and dispatching of cigars for foreign ports, would not affect the present law providing for the manufacturing-in-bond cigars, which will remain as it is.

Warm weather seems to be responsible for another cigar factory burning up at the usual hour of 3.30 A. M. This time it is in the factory of José Diaz & Co., at Eighth Avenue and Eleventh Street, with an insurance of $31,600, distributed among three insurance agencies. As this is the second time that this concern caught fire, Fire Chief John Holton had Diaz arrested, and he is now under bond of $5000 pending a hearing.

As hinted in my last letter, the P. & O. Steamship Co., plying between Tampa, Key West and Havana, has acceded to reduce the second class fares to $12 from Havana to Tampa; this, together with the suspension of the $10 fee for passports, has facilitated the transportation of skilled cigarmakers from Havana, which are so badly needed in our factories. In the three steamers that have made port since the reduction of fares, about three hundred cigarmakers, some of them with their families, have arrived and found immediate employment. At this rate, and as the reduced rates will stand for twelve trips of the P. & O. ships, it is logic to predict that during the concession one thousand master cigarmakers will be added to the other thousands already engaged in the difficult task of rolling enough Tampa cigars to fill the ever-increasing demand for these delicious smokes.

(*Continued on Page 16*)



York, Pa., September 13, 1922.

THE cigar manufacturers in this section, with but few exceptions, are all very busy these days, and about the only complaints one hears from them now is the fact that they are unable to secure enough good cigarmakers. The greatest trouble is that there has been little or no teaching of new ones and of course the crowd of old cigarmakers cannot always remain large enough to fill rush business. The other day, while trying to close a contract, I was told by this manufacturer that if I could find a factory with around two hundred hands, so that he might be able to catch up on back orders for his goods, he would be glad to reciprocate by giving me a page contract. And so it goes, this cigar game always was either a feast or famine. We, however, figure that the best time to advertise in the trade paper (meaning, of course, our own TOBACCO WORLD), is right now, because if your goods are selling—keep telling about it; keep your own name and brand before the buyers, whom we certainly reach. Don't be like the old fellow, who when asked why he did not fix the roof of his shack replied, "When it is raining I can't fix it, and when it's not raining it doesn't need fixing." No product, be it ever so good or superior, can live long unless you continually keep telling your trade about it. Think it over.

E. P. Gillespie reports that he is very busy, and could use an additional lot of cigarmakers to keep pace with his increasing orders for his brands of cigars.

Celestino Costello Co. are shipping out "Round-Up" cigars, Corona size, fast as they can produce them.

A. Kauffman & Bro. Co., cigar boxes, report considerable better business and that they are back on full running time.

J. Kominsky was calling on his York trade. Jack, who was for a number of years with S. Rossin & Sons, is now with Cullman Bros., Inc., New York. Got to hand it to our old friend Jack, he usually picks a first class house to represent, the rest is clear sailing for him, for it goes without saying Jack is a salesman and can bring home the orders for his line of goods.

DALLASTOWN.—W. H. Raab & Sons are again forwarding a solid carload of cigars to their middle West distributor. Told Bill the other day that we would soon name him "Carload Bill," seems like most of their cigars are being sent out in million lots. Of course, you never want to forget that our friend, Gus Newahl, Altoona, is some bustling salesman. Gus, of course, sells the Raab product.

Merchants Cigar Box Co. reports that their box business is improving nicely, and that they have increased the working hours for their product.

BALTIMORE.—Wertheimer Bros. are working double shift of cigarmakers, trying to fill demands on them for "El Dallo" and "El Werth," the first being Class C goods, while the "El Werth" goes to the consumer at 5 cents.

S. Stern & Co., Sharp and Pratt Streets, are very busy on their brands "Penmarva" class C cigars, also on "William Pinkney" class B goods. They also are wanting more cigarmakers.

Frank Nichols Co., wholesale cigars and tobacco, 128 Hanover Street, reports trade good with them in nearly all lines carried, more especially with the "Flor de Manuel" in Class C, and "Peggy O'More," Class A cigars.

At Sopher & Debowis (Little Joe's), Baltimore and Howard Streets, one can secure numerous bargains in cigars. Noticed several of the old-time brands being sold at way-down prices.

JAY BEE.

IMPORTS INCREASE—EXPORTS DECREASE

A great increase in our import trade and a decrease in our export trade for July as compared with July of last year is shown by figures just issued by the Bureau of Foreign and Domestic Commerce. Imports for July of this year totaled $252,128,207, as compared with $178,159,154; while exports totaled $296,651,030, compared with $318,710,369. Of the imports for this July $49,463,791 were manufactures ready for consumption, compared with $51,957,092 for July, 1921; $48,398,281 were manufactures for further use in manufacturing, compared with $27,203,858 last year; and $87,298,272 worth of crude materials for use in manufacturing, compared with $62,845,161.

Domestic exports included $109,544,173 worth of manufactures ready for consumption, an increase over last year, when exports in this line were $95,508,519. Manufactures for further use in manufacturing were exported to the value of $35,675,931, compared with $26,147,547 last July; and exports of crude materials for use in manufacturing totaled $60,024,255, compared with $80,364,733 last year.

YANKEE
BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

2309 Russell St. DETROIT, MICH.

A cigar of rare excellence

CRESSMAN'S-FLOR DE-
MANUEL
10c AND UP CIGAR

ALLEN R. CRESSMAN'S SONS *Makers* Philadelphia

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY
IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS
220 ELEVENTH AVE., ∴ NEW YORK CITY

Tampa Letter

(*Continued from Page 12*)

An event of much pleasure for his many friends, was the visit of Mr. José Lozano, the well-known tobacco leaf dealer of Havana, who was in transit from New York to that city. Mr. Lozano resided in Tampa several years ago, engaged in manufacturing cigars, and it seems that he could not get rid entirely of the Tampa sand that was lodged in his shoes.

The trade no doubt will be pleasantly surprised by the news that Karl Cuesta, of the house of Cuesta-Rey & Co., will become a benedict this week. His brother, A. L. Cuesta, Jr., has gone to Memphis to attend the wedding, and with him have gone the good wishes of the hosts of friends of Karl Cuesta, for an endless honeymoon.

J. A. Jones, of Ramon Alvarez & Co., left last Saturday for a visit to the trade in the interest of his factory. He will stay away a few weeks, and meantime he will be missed in the Board of Directors of the Cigar Manufacturers' Association, of which he is an active member.

Frank B. Diaz, of V. Guerra Diaz & Co., has returned from Havana, where he has purchased some choice Vuelta tobacco, which he has been after some time. On this account, his smile has broadened still the more, if such thing is possible.

José Escalante, is another tobacco buyer who has returned well satisfied with his purchases. He says that good tobacco in Cuba is almost gobbled up mostly in second-hands, but he managed to get his share without being squeezed.

There is no use to mention the factories that are busy at present; everybody is working (father included) and if you go to question some of the bosses for reportorial purposes, they hand you a couple of cigars and give you the parting signal. As I cannot hand over the smokes to our readers at this distance, will confine myself to reluctantly giving them at this point that signal.

VERITAS.

CONSOLIDATED EARNINGS ON THE INCREASE

The statement of the Consolidated Cigar Corporation for the first seven months of this year, when issued, will show a net earning of about $130,000 or an increase of 150 per cent. over the same period for last year.

ANOTHER TRIUMPH FOR LAS VEGAS

The genial "Doc" Rosebro has been successful in having his famous "Las Vegas" cigars placed on the stands of the Exchange Buffet in New York City. These cigars were very well received by the management and "Doc" is naturally "much pleased."

J. B. GROMMES DIES

The founder of the firm of Grommes & Ullrich, of Chicago, died during the latter part of August, at Lake Geneva, Wis. He had been in poor health for more than two years.

TAMPA CIGARS FOR ENGLAND

A Tampa concern is reported to have received an order for 10,000 cigars to be shipped to England. Attempts have been made to popularize Tampa cigars in England with but little success, but chiefly because the enterprise was not persisted in. It may be that another attempt is about to be made or that these cigars are for the American trade in London.

MORE RUMORS AS TO DUKE-WHELAN

There are rumors afoot that the Duke-Whelan merger will now include United and Schulte stores, also The Tobacco Products Corporation. These rumors have not been definitely confirmed but the old saying is "Where there is so much smoke there is surely some fire." The Duke-Whelan interests have lately sold out their Montgomery-Ward control, possibly to take in what seems to be a more promising proposition.

J. HIRSCH & SONS, LTD., RESIGN

Since Benson & Hedges assumed control of The J. Hirsch & Sons, Ltd., some time ago, Michael Hirsch, who was Vice-President and member of the Board of Directors, along with his brother Marcus J. and his son Percy, have retired from the tobacco business. Marcus J. and Percy will probably engage in some other business while it is believed Michael will retire from active business.

JULIUS BLUM BACK TO WORK

After a very pleasant vacation at Long Branch, N. J., J. J. Blum, of "Natural Bloom" is again busy at his desk trying to supply the ever increasing demand for "Natural Bloom" cigars.

POSTAL COST INVESTIGATION STARTED

The first of a series of inquiries into the cost of handling all classes of mail was recently started at the Baltimore Post Office under the supervision of Baltimore and Washington postal authorities. Similar tests will be started very shortly at all the larger post offices of the country and the results, showing the exact cost of handling all mail, including parcel post and first class mail, will be turned over the joint congressional commission on the postal service.

The tests at Baltimore consist of weighing the several classes of mail as it comes into and goes out of the office, counting the pieces of mail of each class and recording the revenues received. Similar estimates will be made at all the larger offices of the country.

From the data collected comparative costs of the various classes of mail will be computed, on a strictly scientific basis, so that the postal service, for the first time in its history, will be enabled to show the exact cost of handling the various classes.

This data once in hand it will be simple for the Post Office Department to figure out which class of mail is being carried at less than cost, or which class might be carried at a lower cost. It is believed in some quarters at present that parcel post rates probably should be raised and perhaps first class mail rates lowered.

St. Louis Notes

St. Louis, September 10, 1922.

THE first of the month Smee-Henderson opened their cigar store in the Frisco Building with exceptionally attractive and well-arranged quarters. Much success to the undertaking.

Jack Rosenberg, representing Eduardo Gonzales, of Tampa, Florida, was a recent one-day visitor to St. Louis, a bookful of orders showing his success and popularity. Mr. Rosenberg has his headquarters in Chicago, and supplies several St. Louis concerns with their private brands.

During the week of September 11, Stix, Baer & Fuller are to celebrate their thirtieth anniversary, and have made elaborate plans for a spectacular jubilee. Large displays contrast the building of thirty years ago and successive stages of growth to the present enormous structure and floor space; also contrasting displays in other industries such as the telephone, street car, etc., of the progress made, with an infinite variety of special features in the continuous display windows of four blocks.

They have issued a special bulletin to their mailing list, and prominent among the departments is that of Chas. Schrick, offering a number of tobacco and accessory bargains. Regular size cans of "Tuxedo" and "Velvet" will be sold at 10 cents each; smoker stands at $1.95; "Bermuda" cigars for 5 cents, etc. Mr. Schrick has been back from his vacation for about two weeks, and looks very fit and full of "pep."

Richard Rasfield, of the Wm. A. Stickney Cigar Company, passed away very suddenly in the store, September 2, from the breaking of a blood vessel in the brain, dying almost instantly. His funeral was held the following Monday, and was largely attended by associates and fellow members of the tobacco fraternity. Interment was in Valhalla Cemetery. Mr. Rasfield's many friends deeply regret and deplore his passing.

Frishmuth Brother & Co., Inc., have purchased the Lovell-Buffington Tobacco Company of Covington, Ky., and have now completed their reorganization, and are offering both their own and the brands made by the Lovell-Buffington Company to the trade.

Ben Block, of Park & Tilford, New York City, selling the "Mi Favorita," "Tilcrest," and "Telegrapho" cigars, is expected in St. Louis shortly.

Mr. Dolman, of the Demuth pipe house, is on his way to St. Louis on a business trip.

W. V. Schrieber, manager of Scruggs, Vandervoort & Barney's cigar department, recently returned from a three weeks' vacation, having motored to Chicago and surrounding points of interest. Mr. Schrieber states they have just received a nice line of smokers' articles, such as stands and other accessories. He reports business very satisfactory for this time of year, particularly on their "S. V. B." clear Havana cigar, made in Tampa, Fla. He anticipates a continued increase from now on.

Ralph Stanley, a son of Chas. P. Stanley, opened the Nuvana Cigar Store in the Carlton Building on the ninth, and is making a specialty of the "Nuvana" and "Lord Beaconsfield" cigars, the latter a Havana cigar.

NOVICIO.

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

Smoke
C. H. S. CIGARS

The Best
5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

Detroit Letter

(*Continued from Page 11*)

Vice-President Tom Monroe, of the Speitz Cigar Co., has returned from an extended trip to Kansas City, Omaha, Denver, St. Louis, Dallas, and Chicago. Tom tells me he had the biggest business trip he has ever had and that "Robert Emmet" cigars are going over fine in every section of the west. The two Detroit factories and the one located at Mt. Clemens are working to full capacity and are behind on production.

Maurice Robinson (Benito Rovira Co.), "La Confesion" cigars, recently visited the retail and jobbing trade here and reported a very satisfactory business.

Fred W. Bailey, of "Don Antonio" fame, is giving the city of Detroit his undivided attention and accordingly "Don Antonio" cigars are getting a perfect distribution. Tom Thurlby, salesmanager for L. H. Stradley, local distributor, reports a big business and many repeat orders on "Don Antonio" cigars.

E. P. "Fred" Oakes (E. H. Gato Cigar Co.), the "Cressida" man, gave us the once-over last week and lingered long enough to get a fat order on "The Famous Country Club Size" from the Watkins Cigar Co. This brand is featured very strongly by them and is very popular with the Detroit smokers.

A. Stuart (Joseph J. Schaefer), Dayton, Ohio, was a recent visitor to the City of Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

L. L. Colton, formerly with the R. B. Cigar Company, has accepted a position with the Harry W. Watson Company of this city.

J. L. Marcero, president of J. L. Marcero & Company, sailed this week on the steamship "Noronic" for Duluth and points on the Great Lakes.

Miss Beulah Gustin, of the Central Cigar Company, has returned from a six weeks' vacation to California and the Pacific Coast. Beulah says she took in all the sights worth seeing in that part of the world from Frisco to Santa Barbara and that her Packard Twin Six was just the car for the California roads.

Another one of Detroit's old landmarks, the Charlevoix Hotel, has closed its doors as a hotel and will be remodeled into an up-to-date office building. This makes the second hotel in Detroit's business section that has been demolished during the past two years to make room for business purposes.

"Hav-A-Tampa" cigars, distributed by Claude E. Howell & Co., are enjoying a very good sale here and many repeat orders from our leading retailers show that "Hav-A-Tampa" cigars are full of quality and merit, and a big future is pronounced for this brand.

Dave Jenk (G. H. P. Cigar Co.), "El Producto" cigars, is making the rounds of the Furniture City and from last reports, he has the entire community smoking "El Productos."

Mr. Nathan Weiss, vice-president of the American Cigar Company, is visiting our city on a tour of inspection of his company's plants.

The Central Cigar Company's chain stores are featuring "Harvester" cigars, with very showy window trims this week. This brand is proving a very ready seller throughout our city.

Mr. Carl Knapp, of the P. Lorillard Co., and Miss Lolah Hall, of this city, were secretly married during the early month of June and it's only recently that the news leaked out. Friends of the young couple are now extending congratulations for future happiness and wishing that all of their troubles will be "little ones."

Foerster & Molitor (successors to Roehrig & Foerster), wholesale groceries and tobacco, located at 2469 Russell Street, are enlarging their cigar department, and are open for live brands. Al Safir has entire charge of the cigar department and his many years of experience in this line spells a big future for his department.

Don't forget to sign THE TOBACCO WORLD register when in the City of Detroit; also sign one of the subscription blanks and THE TOBACCO WORLD will be sent to your home address for Two DOLLARS per year; it's worth while to keep posted, so read THE TOBACCO WORLD.

Mike of Detroit

HELP FOR RETAILER

The Cigar Manufacturers' Board of Trade, 51 Chambers Street, New York City, calls attention to the fact that this Association was primarily organized for the purpose of adjusting the difficulties arising either among the retailers or between the retailers and the cigar manufacturers. It has always been the aim of the cigar Manufacturers' Board of Trade to aid an honest retailer, in difficulties, in every way in its power, provided the retailer comes to it with a clear record. If the man is in financial trouble due to misfortune, and not to dishonesty, the members of the Board of Trade are always ready and willing to help him out. Concrete demonstrations of this have been given many times during the past several months. Several retailers have called meetings of their creditors and explained their situation, and in no instance did the Cigar Manufacturers' Board of Trade endeavor to take advantage and put these retailers out of business. On the other hand they showed them such consideration that at the present time all these retailers are still in business and have good prospects of coming out of their difficulties in a satisfactory manner.

The membership of the Board of Trade comprises many of the largest and best known cigar manufacturers in the industry.

UNITED-SCHULTE PLANS PROGRESS

Negotiations as to the merger of The United Retail Stores and The Schulte Stores are reported to have reached the point where the basis of exchange of shares has been tentatively decided upon. The rumor is that seven shares of the new United stock will be given for ten shares of the Schulte, and the new stock would probably be seven per cent. preferred.

JOSE M. PENDAS RETURNS

After a very pleasing trip through the West as far as Michigan, Jose M. Pendas has returned and feels sure that his "Regulus" brand will soon be one of the big sellers among the clear Havanas. Some very promising new accounts were opened while on this trip.

Editorial Comment

(*Continued from Page 7*)

Concerns changing owners or liquidating, as the case may be, are often the old line firms who used to say, "We do not have to advertise to sell our goods."

But this is another generation and another age. "It Does Pay To Advertise," and numerous concerns in the cigar industry today have weathered the period of poor business with normal production or better, because they believed in advertising and lived up to their belief.

GRIFFIN TO MANAGE CONNECTICUT CO-OP.

Fred B. Griffin, of Hartford, Conn., has been chosen to manage the affairs of The Connecticut Valley Tobacco Growers' Association just recently formed. Mr. Griffin has been in the tobacco business for a great many years and is recognized as an authority on tobacco leaf of all kinds. He is also one of the best known men in the leaf tobacco business today and his many friends have no doubt that he will be able to pilot this new venture in the Connecticut Valley through a very successful career.

PASBACH-VOICE HOLDS ANNUAL OUTING

The annual outing of the Pasbach-Voice Lithographing Co. took place on Saturday, August 19, at North Beach, L. I., and was attended by all the office and factory employes of the firm.

From the door of the factory the party proceeded by 'buses to the grounds, where immediately the scheduled baseball game and other interesting events took place. After the ball game a full course dinner was served, and then a series of games and contests took place. Mr. J. A. Voice personally awarded very handsome prizes to the winner of each contest. At about 5 o'clock in the afternoon the band went indors and there was dancing and further festivities, the affair finally breaking up at about 11 o'clock in the evening.

As is generally known, there is quite a strike going on in all the cigar label lithographic establishments and those who attended the affair consisted of either the old employes who remained at work or those who have been engaged since the strike commenced last January. Throughout the entire affair there was manifested a spirit of harmonious relationship existing between employers and employes of the P-V plant. On a whole the outing was proclaimed a big success by those who attended, and if you don't believe us, ask any member of the P-V plant.

ZELDENRUST IN DIFFICULTIES

The H. M. Zeldenrust Company, of Allentown, Pennsylvania, manufacturers of "Casa Bal" and "Don Mazaro" cigars, has offered a settlement of 50 cents on the dollar to their creditors, according to reports. The Zeldenrust factory is located at 218 Fifth Street, Allentown, Pa.

TOPLITZ RETURNS TO HIS DESK

After a sojourn in the mountains of a few weeks Mr. Henry Toplitz, of Pasbach-Voice Lithographing Co., Inc., has returned to his desk and will be very glad to hear from his numerous good friends in the trade.

Smoker's Tastes Differ!
That's why there are different Bayuk Cigars and each exemplifies the Bayuk famous standard of quality:—
BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York: 119 Lafayette St., Phone Franklin 3166
AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK PRODUCTS
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING
THE CRITERION OF QUALITY
PRINCE HAMLET CHARLES THOMSON
PHILADELPHIA HAND MADE
MAPACUBA HAVANA RIBBON

CIGAR MACHINERY

Wolverine Bunch Breakers

Wolverine Cigar Packers

For Boxes of 50 and 100, Bundles and Round and Square Tins

WRITE FOR DESCRIPTIVE CIRCULARS

Pulte-Korreck Machine Co.

GRAND RAPIDS, MICHIGAN

800 CIGARETTES A MINUTE!

PLAIN OR TIPPED

ON

Our New "Triumph" Model U. G Cigarette Machine

More than 5,000 "United" Machines in Daily Operation Throughout the World

Write today for full particulars on our latest models

Cigarette Machines | **Auxiliary Machines** | **Tobacco Stemming Machines** | **Cigarette Packing Machines**

UNITED CIGARETTE MACHINE COMPANY

INCORPORATED

LYNCHBURG, VA., U. S. A.

Canadian Representative: GEORGE E. GOLDSTEIN, 310 Nicholas Bldg., Montreal

Cuban Representatives: LARRAZABAL Y CIA, Calle De Concordia No. 5, Habana

Who Smokes Them?

What class of men smoke two-for-a-quarter cigars?

No single class of men smoke Blackstones.

Like certain popular brands of cigarettes, the price is no gauge of the smoker's ability to pay.

Blackstones have a long Havana filler, an imported Sumatra wrapper and are hygienically made.

Quality maintained over forty years and advertising have made it a national favorite.

Blackstone

2 for 25¢ **CIGARS** *Also makers of* TOTEM *Cigars*

WAITT & BOND, Inc., Newark, N. J.

PROGRESSIVE CIGAR CO. WORRIED

Mr. Cravis, of the Progressive Cigar Co., expresses some doubt as to their being able to maintain their scale of prices as everything entering into the cost of cigars seems to be advancing in leaps and bounds.

Mr. Cravis reports an oversold condition.

DUNCAN & MOORHEAD

Mr. Moorhead, who has returned from a very delightful sojourn in Maine, does not find business altogether to his liking. "It's dull," reports Mr. Moorhead. Notwithstanding, they have added two new and important parties on their jobbing end.

This house is looking for a gradual return of the five-cent cigar.

BAYUK BROS. SATISFIED

Mr. Harvey Hirsh, of Bayuk Bros., has just returned from a most delightful trip to Halifax, looking much refreshed after a much needed rest. He found conditions on his return to his desk at the office not only satisfactory, but everything pointing to a big winter season on all their brands. The "Charles Thompson," five-cent cigar, is far surpassing their expectations in popularity and demand, being far oversold, as is the case with all their brands.

O. C. Schneider, sales manager for the Havana-American Co., of New York, was in town last week, calling on the high grade trade, in company with H. P. Ferrand, of the Dusel-Goodloe Co., and placing holiday orders.

FULWEILER BRANDS SURE REPEATERS

P. C. Fulweiler & Bro. report business on their "La Madrid," "Ivanhoe," "Lew Wallace" brands exceptional. These cigars are made of blended Havana tobacco with a Sumatra wrapper and are the result of many years' experience in the manufacture of Havana cigars. Information as to open territory and prices may be had by applying to the headquarters at 927 Sansom Street, Philadelphia.

NEW ACCOUNT FOR BOBROW

Bobrow's "Topic" and "Bold" cigars will be distributed by The Delaware County Tobacco Co,. in Chester, Pa., and surrounding territory in the future. The new company has taken over the accounts of W. W. Wright and Son, and their warehouse will be located at 905 Saville Avenue, Eddystone, Pa., until better quarters can be found.

DEMUTH REPRESENTATIVE ON FROM WEST

The Western representative of Wm. Demuth & Co., A. Dallman, started for the East on August 31. After spending a week or two at the factory he will return to San Francisco.

"ST. REGIS" BRAND CHANGES HANDS

Al Korn has acquired the St. Regis brand from Jacob Stahl, Jr., & Co., and is now manufacturing this brand in his new factory, at 339 East Ninety-third Street, New York City. Mr. Korn, until recently, was president of the M. F. Minden Company.

News from Congress

(*Continued from Page 8*)

according to a review of business and financial conditions throughout the country just issued by the Federal Reserve Board. This has been shown by the continuance of activity at a relatively high level, it is stated, despite labor disturbances, in particular those in the coal and transportation industries and despite the fact that some recession of activity is normally expected at this season of the year.

A very optimistic outlook for fall trade is held by the Board, especially with the prospect of an increased demand for certain commodities to compensate for restricted output or delay in placing orders owing to uncertainty. However, the Board believes, business must necessarily proceed under a handicap for some time to come, as a result of fuel shortage and transportation difficulties.

Manufacturing activity in general has been maintained at a high level during both July and August, the reports to Washington show. Even in those industries which ordinarily show a seasonal recession activity is still far in excess of a year ago. The labor situation showed considerable improvement during August, and with the settlement of the coal strike and of the cotton mill strike in New England many workers have returned to their factories with the corresponding increased demand for commodities of various natures. Wholesale trade suffered a decline during July as compared with June, but during August it is believed that it picked up considerably. Most lines, however, were in a better position than a year ago. Retail trade was slightly smaller than last year, although larger in New England and on the Pacific Coast.

New and more efficient methods of inspecting imports by mail are being worked out by a committee appointed by the Treasury and Post Office Departments. It is explained by postal officials that the machinery for handling imports by mail is not adequate to care for the greatly increased receipts which have grown since the war. At present there are only a few cities where mail can be examined for customs, and it is anticipated that one of the recommendations of the committee will be to extend this list. It is feared that a great deal of merchandise is coming into the country by mail without the payment of customs duties.

The present indications are that the coal emergency will last at least ninety days, and it is possible that it may extend over six months, according to a recent statement made by Secretary of Commerce Hoover before the House Interstate and Foreign Commerce Committee. Conditions were such, he declared, that it may be necessary in the very near future for the Government to set up zones in order to perfect the distribution of coal and assure a supply to those districts where an immediate supply is urgent. Speaking in favor of the proposed legislation, Secretary Hoover stated that when the situation became bad about a month ago speculations spread among the operators to a very considerable extent and at that time 30 per cent. of them were profiteering. There is practically no doubt but what the winter will be weathered safely without a complete shut-down of industry as occurred

(*Continued on Page 22*)

This copy

is being used in an extensive national advertising campaign featuring the world's finest pipe, made by the world's largest makers of fine pipes.

¶ This means larger and more rapid turn-over for fine-trade dealers who are careful to keep their MILANO stock in good order, well displayed.

Advertising appears in

American Magazine	**Outing**
Field & Stream	**Saturday Evening Post**
Life	**Scientific American**
Literary Digest	**Sunset**
McClures Magazine	**The Rudder**
Motor Boating	**Vanity Fair**

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSEÑO
CALATRAVA

REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY

MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

News from Congress

(*Continued from Page 21*)

during the war, he said, but unless restrictive legislation is resorted to there is a possibility that coal will be sold "to the highest bidders."

The Secretary stated that the coal shortage would be felt in the West and in the upper Lake region, where there is need of 9,000,000 tons a week. Movements to these sections are more than 10,000,000 tons behind and it is necessary that shipments be increased. There is a shortage of 35,000,000 tons in anthracite production, and even should production be resumed the limitation of transportation facilities will have a material effect in reducing the amount served to the public. The losses by the strike in hard coal production can never be regained, it was stated, but can only be made up by the substitution of bituminous coal.

Mr. Hoover told the committee that from twenty-five to thirty million tons of coal are needed in transit before industry can function continuously and properly. At the present time only one-third of that tonnage is in transit and with the cars in bad order it is impossible to come anywhere near to moving sufficient coal to meet all needs. Careful conservation must be practiced by all lines of industry, it was stated, if shutdowns are to be avoided.

In an effort to lessen the labor and expense entailed under present conditions when undeliverable parcel post packages are returned to the senders the Post Office Department, in a recent order, has announced that hereafter all packages that are marked "Return Postage Guaranteed" will be returned immediately to the sender and the postage collected on delivery. Under the present system undeliverable parcel post packages are held and the sender notified that upon receipt of the necessary amount of postage at the office where the package is held the parcel will be returned. This system is not only slow but causes much delay and unnecessary correspondence, with the additional cost entailed thereby. The postal laws have for some time specified that as long as the sender guarantees return postage the package will be returned without prepayment of charges, but the matter seems to have escaped the attention of the majority of the public, and the recent statement by the department was made in an endeavor to bring this time-saving feature before the people of the country.

The Cuban Director General of Posts has informed the Post Office Department of this country that each package of merchandise of whatever value sent in the mails from the United States to Cuba must be accompanied with an invoice in quintuplicate when addressed for delivery in Havana, and with an invoice in quadruplicate when addressed for delivery in other parts of the island. When the shippers are located at a place where there is a Cuban consulate all the copies of the invoice must be presented at the consulate for certification, but when there is no Cuban consulate at the place of origin the invoices need not be vised.

Philippine Tobacco

IT BURNS FREELY
IT IS VERY MILD
IT BLENDS WITH THE BEST

The American Smoker

is fast acquiring a taste for tobacco grown in the Cagayan Valley, Philippine Islands, one of the few Great Cigar Leaf Tobacco producing districts of the World. - - -

Philippine Leaf,

stripped and booked, is coming to the United States market in quantities

Information on request

MANILA AD. AGENCY
(C. A. BOND, Mgr.)
15 WILLIAM STREET, - - - NEW YORK

CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
ALL RIGHTS RESERVED

WHY is it so many hold the idea that pipe smoking is largely confined to the horny-handed, rough and unrefined physical worker?

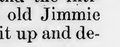
This view is incorrect, for when we come to know people intimately we are surprised at the large number of educated, highly refined, wealthy and prominent people, who in their private offices and the intimacies of friendship, take out their little old Jimmie pipes, and with affectionate familiarity fill it up and derive ease and pleasure from its fragrance.

I speculate on this thought because I have just laid aside my newspaper after reading an interview a reporter had with Attorney General Daugherty.

After shaking hands, and before answering any questions, it stated that Mr. Daugherty filled up his pipe, lighted it and settled himself comfortably in conversational ease, and then spoke at length.

A recent photograph of the late Andrew Graham Bell, the inventor of the telephone, and scores of other things, showed him with a lighted pipe as he was at his home. I saw the picture of the dignified president of one of our largest manufacturing establishments as he was walking around his country farm with his superintendent, and he was smoking his pipe with the same quiet pleasure as though he were a day laborer and had never worn a white collar.

As you read your newspaper and look over its pictures why not save everything which shows a prominent man smoking a pipe, and use this information to enlarge your pipe sales?



Somehow I cant get away from the dern TURNOVER. Last night Friend Wife woke me up to say, "Turn over, John, you're snoring." This morning I must turn over some soil in the garden and then turn over the cakes on the griddle.

Yesterday the Chamber of Commerce of the United States sent me a circular on the importance of the turnover to retailers, and today my favorite business journal is handing me a whole page on the subject.

I'm so fed up on it that I've just got to pass it on to you, even though I have harped on it till I fear me you are weary of my harp. So there!

I am quoting from "Printers' Ink." It says: "An astonishing large percentage of dealers do not realize that quick turnover at a close profit is the thing that brings a satisfactory profit on low-priced goods. They strive for the profit on the individual sale. They have no adequate realization of the great truth that to sell ten rapidly turning articles yielding an individual net profit of a penny means more to them in the long run than the same amount of money invested in a single article that yields a net profit of ten cents. The thing that chain stores value and which yields them profits is the turnover of the goods that piles up a big sales volume, and this is a point which the independent dealer cannot learn too quickly."

An open letter to some high-brow advertising manager of some large concern:

"Dear Sir: You are spending several thousand oodles of money to enlarge the sale of your goods, and your advertising is well done, believe me.

"But why don't you get behind the retail dealers a little more and help them in the good work of selling? You would thus make them your active agents, instead of disinterested spectators.

"Give them ideas on window dressing, as one way. But for the love of Mike don't confine the lessons to your goods only. Make the lessons general, though your goods might be prominent, among other things. If you try to be the whole show the retailers won't play. Be broad. Help 'em build up their general business and you'll get your share of the trade.

"Then there is selling stunts. Why not devise a score or so and hand out one on request. You and your bright assistant can easily do this.

"Please don't hand me the oofgaw on this idea and say it is too undignified for your house. For it is a wonderful business bringer.

"Did you see that article how Lord Northcliffe turned a big failure into a big success by one stunt?

"It appears he had a paper called 'Answers' with a small circulation of something like thirteen thousand. It just wouldn't grow, and he hadn't the money to build it up by big advertising. So he planned a 'contest.' He offered a pound a week ($5.00) for the rest of his lifetime, to the person who made the nearest guess to the amount of money in the Bank of England on a certain specified day.

"That interested people, you bet! They made their guess and sent 'em in. Seven hundred and eighteen thousand persons mailed in guesses.

"The circulation of the paper climbed to two hundred thousand a week. It is said this was the real starting point to success of the young publisher, and he rapidly advanced to a dominant position.

"He was partial to these 'contests' and utilized them from time to time. He started business with nothing, and his estate was valued at something like twenty million dollars, and he could therefore be called a financial success.

"It would be a tremendous thing for your establishment if you could make active boosters of your goods the many thousands of retailers who are now only slightly interested. Wouldn't it?"

Well, industrial peace is on the way, and, believe me, it means a lot to you. For these business bickerings have upset business and unsettled men's minds a lot more than you have any idea of.

We are an intense people, and the question now arises as to what will engage our attention and absorb our energies?

I will tell you.

Business will now be the great and absorbing game.

Not mere money-making, mind you. Not a hysterical and frenzied activity for riches. That won't be the thing.

The great game will be to improve our business and ourselves. To scientificize it, as it were. To scrap the old rules and methods of carelessness, indifference, rule-o-thumb, and substitute in place neatness, order, system, careful advertising and high grade methods.

The careless, sloppy businessman has got to go. The chute awaits him.

PRICE-FIXING CASE APPEALED

The decision in one of Attorney General Morgan's cases against tobacco corporations and the Association of Wholesale Tobacconists in Milwaukee, charging the tobacco companies with agreeing to fix prices and restrain trade will be appealed according to a notice filed in Circuit Court on August 31.

Cases of this kind are being watched with great interest by the industry.

MODEL FACTORY AT ELECTRICAL SHOW

Visitors to the Electrical and Industrial Exposition to be held at the Grand Central Palace, New York City, October 7 to October 14 next, will have an excellent opportunity to see modern cigar making brought down to the final word in both workmanship and sanitary conditions.

The Central Cigar Company, 505-511 Canal Street, New York City, manufacturers of the popular Manhattan Na-Bocklish cigars, have taken a large space on the second floor of the Grand Central Palace, where they will install a complete model cigar factory. The crowning feature of the exhibit will be one of the latest automatic fresh work or "out-and-out" cigar-making machines, an exact duplicate of the thirty odd machines that the company has in its main factory.

The model plant will have a capacity of more than 3000 cigars per day and arrangements have been made by Mr. McGoldrick, president of the company, to retail the product of the machine at an adjoining booth.

This is the first time that one of the automatic cigar-making machines has been on public exhibition in Manhattan, and the Central Cigar Company's booth is expected to be one of the most popular exhibits at the Palace.

Mr. Mitchell, general manager of the Central Cigar Co., who is arranging the details of the exhibit extends a cordial invitation to all cigar manufacturers to call at the booth and become personally acquainted with the wonderful work being done by the machines.

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · TOBACCO · PRODUCED · IN · PORTO · RICO
CON · TABACO · PRODUCIDO · EN · PUERTO · RICO
½¢
MEDIO CENTAVO
HALF OF ONE CENT

YOU KNOW NOW

exactly what your Porto Rican purchases are—the right source of growth of the tobacco.

The Government of Porto Rico Tobacco Guarantee Act protects you against any fraud or adulteration, by requiring that a Stamp designating the origin of the tobacco—either in the leaf or manufactured—be affixed to each container.

Look for this Stamp in all your purchases!—it is a real guarantee for the classification of the tobaccos. See if the color of the Stamp conforms to the class purchased:

WHITE—if of genuine P. R. growth.
PINK—of foreign source.
BLUE—when mixed P. R. with foreign.

For information write or call:

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
J. F. VAZQUEZ, Agent.
126 MAIDEN LANE - NEW YORK
TELEPHONE, JOHN 1379

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · PORTO RICAN · AND · OTHER · TOBACCOS
½¢
MEDIO CENTAVO
HALF OF ONE CENT

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

UPTOWN CHICAGO:—42,776. For cigars. August 16, 1922. Judge & Ryan, Chicago, Ill.

NEPION:—42,777. For cigarettes and cigars. September 1, 1922. Louis Nanopoulos, Lowell, Mass.

PARTAKER:—42,778. For cigars August 31, 1922. El Vandoma Cigar Co., Brooklyn, N. Y.

THACKERAY:—42,779. For cigars. August 22, 1922. John Wardlow, Key West, Fla. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been acquired by the registrant through mesne transfer from the Ruy Lopez Co., who, it is claimed, have used same for about sixteen years.

A PERFECT SQUARE:—42,780. For cigars, cigarettes, smoking tobacco. July 25, 1922. H. Landsberg, New York City.

HENRY CLEWS:—42,781. For all tobacco products. August 11, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

SANTA CATALINA:—42,782. For all tobacco products. July 27. 1922. Golden State Box Factory, Los Angeles, Cal.

ICY-HOT:—42,783. For cigars, cigarettes, stogies and tobacco. September 7, 1922. Louis Huck, Pittsburgh, Pa.

SANDERSON'S MIXTURE:—42,785. For smoking tobacco. September 9, 1922. Herman Blumenthal, Brookline, Mass.

BILL FEATHER:—42,771. For all tobacco products. August 25, 1922. America Litho. Co., New York City.

JAVA-ROSE:—42,773. For all tobacco products. August 23, 1922. Jacobstein Bros., Rochester, N. Y.

SCAJAQUADA:—42,774. For cigars, cigarettes, tobacco. August 8, 1922. F. M. Howell & Co, Elmira, N. Y.

TRANSFERS

PAYNE:—42,741 (Tobacco Merchants' Association). For scrap tobacco. Register July 26, 1922, by J. Srofe Co., Cincinnati, O. Transferred to The Peace Tobacco Co., Cincinnati, O., August 31, 1922.

EL CONVERSO:—31,494 (Trade Mark Record). For cigars, cigarettes, tobacco. Register October 30, 1905, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by Moehle Litho. Co., successors to O. L. Schwencke Litho. Co., to A. M. Jamison Cigar Co., Spartanburg, S. C., September 1, 1922.

A CONVERSE:—42,747 (Tobacco Merchants' Association). For all tobacco products. Registered August 9, 1922, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to A. M. Jamison Cigar Co., Spartanburg, S. C., August 29, 1922.

EL VANDOMA:—25,369 (Trade Mark Record). Fer cigars, cigarettes, tobacco. Registered September 24, 1901, by American Litho. Co., New York City. Transferred to P. J. Sullivan, Brooklyn, N. Y., and re-transferred to El Vandoma Cigar Co., Brooklyn, N. Y.

MERICO:—32,886 (Tobacco Journal). For cigars, cigarettes, cheroots, tobacco. Registered April 17, 1907 by The Merchants' Cigar Co., York, Pa. Transferred to A. M. Jamison Cigar Co., Spartanburg, S. C., August 15, 1922.

LA SORETTA:—19,036 (Tobacco World). For cigars, cigarettes, cheroots. Registered November 15, 1909, by Calvert Litho. Co., Detroit, Mich. By various transfers acquired by American Box Supply Co., Detroit, Mich., and re-transferred to Mi Lola Cigar Co., Milwaukee, Wis., August 25, 1922.

COLONEL WILLIAM ALLAN:—22,924 (Trade-Mark Record). For cigars. Registered July 9, 1900, by Wm. Steiner Sons & Co., New York City. By various transfers acquired by The Mueller & Son Co., Milwaukee, Wis., and re-transferred to B. J. Plesser, Appleton, Wis., August 29, 1922.

Morris D. Neumann and wife have been enjoying a vacation trip in the Pocono Mountains for several weeks.

HUDSON CO. BUYS NEW WAREHOUSE

The Hudson County Tobacco Co. has purchased a spacious building on Hamilton Avenue, Trenton, N. J., now occupied as a confectionery and cigar store, and known as Dew Drop Inn. The property is 50 by 150 feet, and comprises a two-story modern store and apartment building. The purchaser plans to use the largest portion of the building as a local warehouse for tobacco and cigars.

The fixtures have been sold to Philip Morgan, who conducts an ice cream and cigar stand at Olden and Greenwood Avenues, and who also has the best baseball team in the City of Trenton. Mr. Morgan has also acquired a vacant lot next to the store he now occupies and will construct a modern store and apartment building there which will also include a clubroom for the ball team.

"LA CONFESION" REPEATING

Benito Rovira Company's salesmen in the West report sales of "La Confesion" increasing rapidly. This is a cigar of high quality and is going strong.

MORE DEMANDS FOR INCREASES

Cigar makers in Lebanon, Newmanstown and other surrounding towns have gone on strike after being refused an increase of $2.00 per thousand which they demanded.

H. M. SMALTZ & COMPANY INCORPORATE

H. M. Smaltz & Company have incorporated in Womelsdorf, Pa., for the purpose of buying, selling and manufacturing tobacco products with a capitalization of $75,000. John H. Smaltz, of Stouchsburg, is named as treasurer.

POPPER & COMPANY WILL OPEN NEW FACTORY

As soon after September 1 as equipment can be installed E. Popper & Company will open a branch factory in Schenectady, N. Y., in order to supply more of their popular "Ace" cigars. E. Popper & Company now operate factories in New York and Perth Amboy, which are running at capacity.

ASSETS OF CONRAD COMPANY TRANSFERRED TO CRABTREE

The E. B. Crabtree Company has purchased the assets of the W. S. Conrad Company of St. Paul, Missouri. Business will be reorganized under the name of E. B. Crabtree Company and will be operated independently, although all the old employes will be retained.

LANCASTER COUNTY CHOSEN BY NICARAGUA

On September 4 Hon. Emiliano Chamorro, Minister Plenipotentiary and Envoy Extraordinary of Nicaragua, arrived at Ephrata and was received by Otto Olson, tobacco expert for the U. S. Department of Agriculture. Senor Chamorro is here in the interest of tobacco culture and especially the curing of tobacco and the U. S. Department of Agriculture selected Lancaster County as the best place for gathering practical information as regards tobacco. The minister will be conducted through the plant of the General Cigar Company at Ephrata while here.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grafiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

IT DOES seem to be a far cry from a group of famous golf holes to a group of famous cigars. But is it?

The thing that makes these holes stand out prominently in the minds of golfers everywhere is this: They are out of the ordinary, they are distinctive, the conditions they offer are unusual. They give them individuality.

And Robt. Burns is a cigar of *marked* individuality. The full Havana filler, properly aged, cured, blended and mellowed has a wonderfully pleasing mildness that is as much a part of the cigar as the band by which you identify it. It is a distinctive cigar.

And incidentally, the big Invincible shape, foil wrapped in the handy pocket package of five, is just right for a day's go on the links.

Have you tried one lately?

General Cigar Co., Inc.
NATIONAL BRANDS
NEW YORK CITY

Pocket package of five Robt. Burns Invincibles, Foil wrapped, 7½c

Robt. Burns Cigar is Full Havana Filled

POPULAR SIZES 10¢ to 15¢

OCTOBER 1, 1922

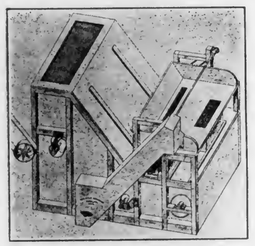
VOLUME 42 NO. 19

THE TOBACCO WORLD

LIBRARY RECEIVED OCT 5 1922 U. S. Department of Agriculture

JOHN H. BAKER

SCRAP CUTTER AND SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Baker Tobacco Co.

PUBLISHER

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Sc
Havana F

On the ma

Twenty year

C

MUTILATED PAGE

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bol' pre-eminent popularity is solely to incomparable changeable qu'

Bobrow

Philadel

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, Pre'
CIGAR B'
QUALITY AND
812-832 N. Lawrence St.

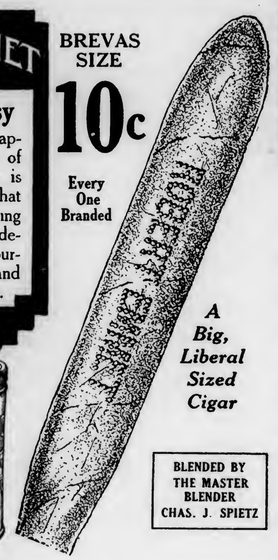
MUTILATED PAGE

ROBERT EMMET
CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE
10c
Every One Branded



A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER
CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

'ETZ CIGAR COMPANY
MANUFACTURERS
Seneca Streets Detroit, Mich.

ERCHANTS' ASSOCIATION
NITED STATES

.....President
Pa. .....Ex-President
.....Chairman Executive Committee
.....Vice-President
.....Treasurer
.....Secretary
.....Vice-President
.....Vice-President
.....Vice-President
.....Vice-President
.....Vice-President
.....Treasurer
aging Director

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transaction. Write full particulars. Address Distributor Box No. 450, care of "The Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 42 OCTOBER 1, 1922 No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
ond Avenue New York City

H-GRADE NON-EVAPORATING
'S
o mellow and smooth in character
most palatable flavor
and CHEWING TOBACCO
for Special Brands
NS. PASTE SWEETENERS
Street, New York

SELL *fresh*

Advertised like this:

fresh

Tuxedo TOBACCO

when you get it

After tobacco has been aged, blended and packed the sooner you smoke it—the better it is.

So today each carton of TUXEDO before it leaves the factory, is dated with the last date on which it is to be sold.

Each package for your protection—is banded with the white "Fresh" band.

It is delivered to the dealer in small lots—even a carton of one dozen tins if necessary.

This insures that the dealer orders fresh TUXEDO frequently and continually, and further insures that the TUXEDO you smoke is fresh from the factory.

Ask your dealer to show you the dated carton. Notice the "Fresh" band. Buy a tin—try one pipeful and see how good fresh tobacco really is.

Now 15¢

When packed—each

© Guarante
The Ameri

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MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
ite Street, New York City

SOME SURPRISE

To note the repeat orders you will receive when using a good wooden package for your good cigars.

Our motto: "Satisfactory Service." Try us.

MONROE JARRETT & SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

MEGA
ana Cigar
BOND

In Pocket Packs

Although the Blackstone is a well-advertised cigar, the Blackstone pocket packs went over big without any special advertising.

These pocket packs are in two sizes—ten cigars, and five cigars.

Blackstones are Long Havana filler, imd Sumatra wrapper. No cigar in the s more hygienically made.

kstone
ARS *Also makers of* TOTEM *cigar*
c., Newark, N. J.

Volume 42

THE TOBACCO WORLD

Number 19

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 1, 1922 Foreign $3.50

EDITORIAL COMMENT

WE NATURALLY perused with interest an advertisement in a recent issue of *Printers' Ink*, headed "CIGAR SMOKERS ONLY." The advertisement went on to say, "Bobbed hair, rolled stockings, short skirts; and on the other hand capable ex-service men needing work, influenced us to change from female to male secretaries, stenographers, clerks and assistants."

The insinuation made by the heading does not move us particularly. Since woman has the vote we believe she is entitled to exercise the perogatives of the male voter if she cares to do so. This indictment of the modern business girl is to be regretted, but the alleged vices are by no means confined to that portion of the female sex engaged in business occupations.

Arnold Joerns Company, an advertising agency of Chicago, is responsible for the ad. Cigar smokers are apparently less distracting. However, here is an opportunity for a certain number of men to smoke more, and better cigars, as a result of their employment.

It is a boost for the cigar industry. Perhaps some day cigar manufacturers will come to the realization that if through advertising men can be "sold" on pipe and cigarette smoking they can by the same procedure be "sold" on cigar smoking.

Meanwhile, "much water goeth by the mill . . ."

IT is apparent that neither strikes nor business depressions can more than temporarily hold in check the onward march of the Tampa cigar industry. The spasmodic orders of August last became a flood during September and now most of the factories are in distress for lack of hands to produce cigars.

The integrity of the Tampa industry has been demonstrated more than once, but it has remained for the dealers of the country to show their confidence. The flood of orders shows an increasing desire on the part of the retail trade to feature Tampa goods, and at the same time it reflects a healthy consumer demand for Tampa brands.

It is indeed a pretty compliment that with the first turn of business conditions toward prosperity Tampa goods are receiving immediate recognition. The prestige and good-will of their brands extend from coast to coast. The quality and workmanship of their products have identified Tampa-made cigars in the mind of the consumer.

After the struggles of the past two years, the entire trade rejoices in the knowledge that Tampa is again coming into her own.

THE announcement by the Pennsylvania Railroad of an embargo on all products excepting coal and foodstuffs emphasizes the serious condition into which the freight traffic has fallen as a result of the railroad strike. The necessity for moving fuel immediately, as a result of the coal strike, will probably tie up the roads for some time, and the great sufferers are the American public.

The heavy grain crops accentuate the conditions as regards not only obtaining cars but the moving of them as well. It is stated that on some of the southern roads the freight traffic is so badly congested that it will be January before they can hope to have freight movements normal.

What effect this will have on the cigar trade is problematical, but those who have played safe followed the old advice and did their shopping early.

"VIRGINIA LEE" FOR DUSEL-GOODLOE

Negotiations were completed on Friday whereby Dusel, Goodloe & Co. acquire the distribution throughout their territory of the famous "Virginia Lee" brand. The deal was closed by "the working man," J. Culver Wolfe. The "Virginia Lee" cigar is made in Tampa by the Wm. J. Seidenberg Corporation. This adds a high-grade, Tampa-made, shade-grown brand to the list of nationally known brands now distributed by the progressive house of Dusel, Goodloe & Co.

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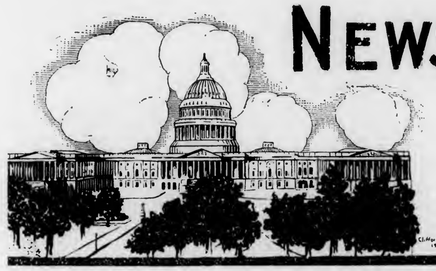

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

ADDITIONAL formal complaints, charging unfair methods of competition in maintenance of resale prices, have been issued by the Federal Trade Commission against a number of tobacco manufacturers, distributors and organization members.

The complaints issued name as respondents the American Tobacco Company, P. Lorillard Company, Inc., Liggett & Myers Tobacco Company, Tobacco Products Corporation, Falk Tobacco Company (a subsidiary of the Tobacco Products Corporation), and the Cincinnati Wholesale Tobacco Association, its officers and members.

The respondents are charged with having entered into agreements among themselves to fix and maintain uniform prices at which their products shall be resold, and to refuse to sell to those who did not resell at such agreed uniform prices. Thirty days have been given in which answers to the charges may be filed with the Commission.

The Rumanian Government has decided to create a state tobacco monopoly, similar to the salt monopoly, and to control the cultivation of tobacco within the borders of the country, according to information just received by the Department of Commerce from the American consulate at Bucharest. Before the war, the report states, the tobacco industry in Rumania was highly organized and unusual care was manifested by the peasant planters in the cultivation of tobacco, and in the manufacture of its products by tobacco factories of the Old Kingdom.

To the tobacco-growing provinces of the Old Kingdom are now added Transylvania, the Banat, Crisana, Maramures, and Bessarabia, all fairly important producers of the plant. The tobacco production of the Old Kingdom in 1920, the only year for which figures are available, was 8,773,000 kilos (kilo = 2.2 lbs.), with a value of 46,424,937.80 lei. Transylvania, the Banat, Crisana, and Maramures produced in the same year 1,888,000 kilos, with a value of 7,099,730 lei. While actual statistics for Bessarabia are not available it is estimated that the harvest for this province was 6,500,000 kilos, the value of which was about 90,000,000 lei. This would make the total production for all Rumania about 17,000,000 kilos, a figure which considerably surpassed expectations.

Tobacco salemen and others in the industry who are on the road a great deal will be interested in the decision rendered on September 22 by the Interstate Commerce Commission, dismissing the complaint of the United Commercial Travelers of America against the Pullman Company's rate increase of 20 per cent. which became effective May 1, 1920. The traveling men assailed the rates as unreasonable and excessive, and asked that the increase be repealed.

Lengthy hearings were held by the commission, and the operating expenses and revenues, claims against the Government, repairs and wages of the Pullman Company were fully investigated. It was shown that while traffic increased steadily through 1920 up to September of that year, a decrease of 5.95 per cent. was recorded in that month and further decreases were reported steadily until May, 1921. This falling off in travel, it was pointed out, was due in part to general business depression and in part to the surcharge effective August 26, 1920, which, while collected by the Pullman Company, accrued to the railroads.

It was held by the traveling men that a rate reduction would stimulate travel in Pullman cars to such an extent as to increase rather than diminish the company's revenues, but this contention was held by the commission to be "too speculative to be accepted as a basis for condemning the rates," and it was held that the present costs of labor, materials, etc., did not warrant the repeal of the increase.

Whether the present level of express rates is too high, as claimed by shippers, will be determined by the Interstate Commerce Commission as a result of hearings which will be started on October 30. The inquiry will go deeply into the question of express charges on all commodities in all sections of the country, and will proceed along the line of the investigation of freight rates made last winter, which resulted in a decided reduction in those rates in July.

It has been complained by shippers using express service that express charges are still at their high level, although freight rates have been reduced approximately 10 per cent., and the same arguments which resulted in the freight reduction can be applied to express rates.

(*Continued on Page 19*)

CHARLES KRULL ROBBED OF 50,000 CIGARS

Charles A. Krull, the well-known jobber of cigars and cigarettes, doing business at 55 North 2d Street, Philadelphia, suffered a loss of 50,000 cigars last week. One of his large delivery motor trucks containing 50,000 cigars for distribution in the southern section of the city was suddenly halted by two armed bandits, who jumped into the forward end of the truck and covered the driver with guns. They then allowed him to depart, while the truck was driven to some point where the entire contents were removed, presumably to a cache. The truck was then taken to remote parts, where it was found and returned to its owner. From the number of cigar thefts recently, it would seem there existed an organized band of operators at work on hold-ups.

THE TOBACCO WORLD has been requested to announce the fact that 50,000 "La Relacion" cigars, packed in 1-20th cedar boxes, labeled "Number 1716—First District," handled by Charles Krull, 55 North 2d Street, Philadelphia, were stolen.

Dealers are hereby apprised of the fact.

BAYUK BROS. ON ALLOTMENT BASIS

The oversold condition at Bayuk Bros.' has reached such an appalling stage that they have found it necessary to supply their distributors and customers with allotments of such quantities as will enable them to get cigars in limited quantities and thus obtain the best service possible to get under existing conditions.

W. F. Portlock, of E. F. Beale & Son, distributors of "Havana Ribbon" in Norfolk, Va., was a visitor last week. Clyde Davis, of the Old Dominion Tobacco Co., was in town recently. "Thad" Griffin, Virginia representative for Bayuk Bros., called in last week endeavoring to get increased shipments, reporting the Bayuk line stronger than ever in his territory. The cry from all quarters seems to be "speed up production," but——.

DAN OSTROW REAL HAPPY

"Dan" reports such an improvement in his business at 718 Market St. that he has reason to feel real happy. "Since I cut out worrying," says Dan, "I've sold more cigars, slept better and eaten more." Dan has "stocked up" with several new brands and increased his orders on lines which he has always featured. He has also recently purchased a new home, of which he is very proud. Watch Dan grow.

DUSEL-GOODLOE CO. HAVE THEIR TROUBLES

Paul Brogan, president of Dusel, Goodloe & Co., says their great trouble now is to get cigars, the production being very limited owing to great scarcity of labor. The one outstanding exception is Waitt & Bond's "Blackstone" brand, which is well up on deliveries. Waitt & Bond hold a unique position in this respect, due undoubtedly to the fact they are not having the "labor scarcity" trouble so prevalent elsewhere. All the other brands handled by Dusel-Goodloe are exasperatingly slow. J. M. Shelley, of J. C. Herman & Co., Harrisburg, Pa., paid the above house a visit last week.

BOBROW BROS. TOO BUSY FOR COMFORT

Mr. Pike says: "We're busy enough; in fact, 'way behind on orders." Sale of "Topics" increasing daily, is the report made by Stein Bros., their distributors in Milwaukee. J. J. Coffin, representative in Texas territory, reports enormous business in "Topics." L. M. Walters is in western Pennsylvania, and O. L. Meyers is now covering the middle West. Charles Bobrow left this week for the south and middle west to meet salesmen calling with them on the trade.

OTTO EISENLOHR COMFORTABLY BUSY

Ben Lichty calls our attention to a new package of ten regular "Cincos" put up in an attractive carton to sell for 75 cents. They have "caught on" and are being shown on all stands. Charles Higgins, of Lee & Cady, Detroit, was a visitor this week. Paul Stevenson, of Schon, Stevenson & Co., Huntington, W. Va., called at the Eisenlohr offices this week.

ALLEN R. CRESSMAN'S SONS REPORTING BIG INCREASE

J. E. Lynch, with his usual smile and glad hand, reports remarkably good business. Considering the modest and conservative statements generally made at Allen Cressman's Sons regarding their business, the above report of Mr. Lynch means something. Their "Manuel" brand seems to be leading the well-known "Counsellor" brand just now, although both are going very, very strong.

F. C. SCHAIBLE ADDING MORE HANDS

F. C. Schaible's featured "Marvin" brand is rapidly forging ahead, necessitating expansion and putting on more hands. They have opened some new accounts that promise a wider distribution.

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YAHN & McDONNELL WELL PLEASED

Business has improved with this popular house to the extent that everybody there is happy. Friend Jones, manager, has just returned from a joyous and restful vacation at Atlantic City.

PROGRESSIVE CIGAR CO. WAY OVERSOLD

N. Cravis is wondering how they will ever "catch up." Orders for "Madame Butterfly" are increasing so rapidly and help is so scarce that they are confronted with all the aggravating problems incidental to such conditions.

"LA PALINA" OVERSOLD AS USUAL

The Congress Cigar Co. is reporting their usual condition of being oversold on "La Palinas" to an overwhelming extent. Mr. Willis Andruss, sales manager, is on an extended business trip through the middle west.

I. FINKLEMAN OF CAMDEN BUYS CHESTNUT STREET STORE

I. Finkleman, of Camden, and Harry Hollander, of Germantown, have purchased the property at 718 Chestnut St., Philadelphia, which they will at once improve and open up as an up-to-date cigar and tobacco emporium. It is understood the consideration was $80,000.

P. C. FULWEILER & CO. SATISFIED

Mr. Norton expresses smug contentment over general conditions. His house is experiencing no difficulties in obtaining labor, all hands are at work, factory is busy, as busy as can be, and orders for all brands are rolling in. E. M. Laing is now "doing" southern territory and H. L. Bedard is in New York state.

RELIABLE CIGAR CO. SHORT OF "HELP"

This factory, recently opened, is complaining of the great shortage of cigar-makers. They are unable to meet the growing demand for their high-grade cigars owing to shortage of labor. They are constantly opening new local accounts, among which are J. Feldman and M. Stein, of Philadelphia.

DUNCAN & MOORHEAD FINDING BUSINESS BETTER

Mr. Moorhead, of this old-established house, believes business is really improving with unmistakable signs of a big holiday business.

Mr. Moorhead expects to show some unusually attractive holiday packages. He reports Havana goods coming in very slowly.

FINKLEMAN BROS. BUYS NEW STORE

It is understood that Finkleman Bros., 226 Market St., Philadelphia, have purchased the property at 816 Chestnut St., this city, paying over $100,000 for same, where an up-to-date cigar and novelty emporium will be opened after the first of the year.

SIG. C. MAYER CO. RETICENT BUT HOPEFUL

Mr. Watson has returned from a recent extended trip through New York state and the middle west, reporting fine business on "Rey Oma" and "El Wadora" brands. "Sig" is very reticent about prophysying as to the immediate future, although he is hopeful.

WM. H. BAILEY HAVING HIS TROUBLES

"Bill" Bailey, well known as one of Philadelphia's principal Manila cigar movers, is very much perturbed over shortage of cigars. He is complaining bitterly of the condition; says, what with strikes, shortage of labor and scarcity of cigars to sell, one might as well close up shop and wait until conditions clear up.

"Bill" has been overselling, evidently, and he is not the only one who has been indulging in this tempting game.

"DELLA CASA" MOVING WELL

M. Cohn, manager of El Predomino Cigar Co., manufacturers of "Della Casa," is in Chicago looking after their retail department in that city. All reports show a decided increased demand for "Dela Cassa." The Empire Tobacco Co., of Buffalo, N. Y., is one of the latest big accounts to take on this popular brand.

George Wald, of Utica, N. Y., is another. Splendid production is reported at the factory at 110 North 2d St., Philadelphia.

About Town With F. A. T.

J. M. Sharpe, representative for the Manila Co., was in town last week.

Ernest J. Moss, of Castellano & Hibbard, New York, visited Philadelphia last week.

Harry Levy, of J. C. Winter & Co., Red Lion, Pa., was in town last week calling on the trade.

Antonio Allones, of Havana, was in town last week calling on his trade.

Victor Lopez, of "Garcia Grande" fame, found fruitful business in Philadelphia last week.

Charles L. Steffens is on an extended trip through Ohio calling on the trade in the interest of his firm (Bayuk Brothers).

Nelson M. Vandegrift, president of Sheip & Vandegrift, Inc., broke away from business long enough to take in the Trenton Fair on Thursday.

Manuel Perez, genial representative of Marcelino, Perez & Co., manufacturers of the famous clear Havana brand, "Tuval," visited friends in the city this week while en route to Baltimore and Washington.

Henry L. Sheip, of the H. H. Sheip Manufacturing Company, and Elmer K. Jarrett, of Monroe Jarrett's Sons, spent a few days recently on a fishing expedition near Barnegat City. Mr. Jarrett won the pool for the first fish and also for the biggest one.

WIFE OF D. H. BALL DIES

Mrs. Eva M. Ball, wife of vice-president David H. Ball, of the P. Lorillard Company, died at her home in Mount Vernon on September 20. The funeral, which was private, was held from her late residence.

DETROIT

Ford Plant Resumes Work—Retail Cigar Dealers Hold Annual Outing—Louis E. Norman Victim of Bold Hold-up—Mazer Cigar Co. Puts New Brand on Market—Cornerstone of World's Largest Masonic Temple Laid

Detroit, Mich., September 25, 1922.

DETROIT is regarded as the home of the most widely used system of reinforced concrete in the construction of buildings. Whether this was invented here is not known, but its development has been in Detroit, and Michigan has the honor of being the first state in which Portland Cement was produced. In Kalamazoo, in 1873, cement was made and walks laid of concrete containing it are still in use.

The Ford Motor Company's recall of 80,000 men to work was received as good news by the business fraternity of the country, as well as the Ford employees who have been idle for about a week. There is no question that Mr. Ford has won his fight against those he blamed for the situation that made it necessary for him to close down his plants. It was announced that the plants would reopen with orders for 25,000 cars ahead of them. When the shutdown became effective the company had been turning out 5100 cars per day to meet a demand of 5300. Company officials pointed out that Mr. Ford won a complete victory in his fight against the gouging of coal. Detroit coal dealers feel that coal will take an immediate drop, the drop being contingent, of course, on whether transportation facilities are sufficient to bring coal to Detroit in large quantities.

The annual outing and barbecue of the Detroit Retail Cigar Dealers Association and Detroit Drug Club, which was held on September 13 at Foss Grove, Wayne, Michigan, was a big success, and a good time was enjoyed by everyone present. Joe "Swift" Muir and N. & B. Ludwig were the Roastmasters and custodians of the refreshments, and their untiring efforts will never be forgotten by the 500 guests, who pronounced it as the greatest barbecue ever held in this neck of the woods. The "Pill Rollers" were the victors over the "Weed Boys" in the tug-of-war match, while the latter carried away the honors in the baseball game. "Mannie" Boutette was the funmaker of the day, all dressed up in his clown suit, he had the crowd guessing as to who was the leader of the Million Dollar Band. Bill "Abie" Thornton made an ideal auctioneer, and sold his wares to the tune of "Las Vegas," played on the trombone by "Doc" Rosebro, in a slanting position. President Watkins behaved admirably throughout the performance, and finished the day without a headache. "Doc" Martin was a perfect judge, and served injustice to all who came before him, and fell from the bench at the close of the session. Chas. Coombs and Herman Lieberman had charge of the cash receipts, and reported a successful day with a few dollars to the good. All the local jobbers were well represented by the heads of the house, and their staff of salesmen, but the honor goes to the John T. Woodhouse & Company's crew, who arrived 30 strong, in 15 "El Roi-Tan" cars, which made a picture against the skyline, as well as a big hit with the association for the wonderful turnout. Vice-President Tom Monroe, of the Spietz Cigar Company, made a debonair "Robert Emmet" while greeting and treating the crowd. President McRener, of the Green Seal Cigar Company, was up before Judge Martin several times for advertising "Green Seal" cigars on the camp grounds without authority. Too much praise can not be extended to the officers, and the entertainment committee of the allied associations, for their untiring efforts in making this the greatest outing ever held in Detroit.

O. C. Schneider, "Antonio & Cleopatra" cigars, was a recent visitor to our city and signed THE TOBACCO WORLD register at Watkins' Cigar Store, in the David Whitney Building.

Sam Adler (E. Popper & Co.), New York, called on the trade here last week and reported a very satisfactory business in our town on "Ottina" and "Horse Heads" cigars, which are very popular sellers in Detroit.

"According to the boss, the definition of a 'regular fellow' is a chap who's always in his place five minutes before the time clock begins to punch red."

J. B. Annis (Gradiaz Annis & Co.), Tampa, Fla., signed THE TOBACCO WORLD register at the Watkins Cigar Store this week and reported a very satisfactory business all along the route covered.

Fred Suss (S. H. Furgatch & Co.), "Bouquet de La Ada" and "Vega Del Rey" cigars, was a recent visitor to our city. Fred says business is good with him, and as usual he received many nice orders here on his brands, which are active sellers on this market.

J. M. Cuyar (Andres Diaz & Co.), Tampa, Fla., called on the trade here last week and signed THE TOBACCO WORLD register at Bert Johnson's.

Fred J. W. Allen, retail salesmanager for Bayuk Bros., Inc., was a recent visitor to our city, looking over conditions regarding his company's many brands, which are ready sellers on this market.

Julius Marqusee, of Julius Marqusee & Son, New York leaf dealers, called on the manufacturers here last week.

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TAMPA

New Gandy Bridge to Be a Reality—More Cuban Cigar-Makers Arrive—Memorial Service for Tampa's Own

Tampa, Fla., September 26, 1922.

WHAT but a few months ago was considered a mere dream is now a pleasant reality that will shorten the distance between Tampa and St. Petersburg nearly forty miles by road, by the erection of the Gandy Bridge that commenced last Monday. On that day the dredge "Tuscawila," of the Seaboard Dredging Company, commenced dredging the Hillsborough County side of the 16,000 feet fill, part of the six-mile span. The fill will be forty feet wide at the top and four hundred feet wide at the bottom, and some 1,250,000 cubic feet of sand will be required to provide for the fill of the approaches to the bridge. While the dredging operations go on, work on the bridge construction will proceed to erect a concrete and steel bridge 12,000 feet in length. The Gandy Bridge engineers are hopeful that the span will be in operation by January 1, 1924. The structure is expected to cost about $2,250,000. It will be one of the longest oversea causeways in the United States, and will make close neighbors the Sunshine City and the Cigar City, contributing to complete in a very short time the majestic metropolis of South Florida on the Gulf.

Prominent among the numerous new constructions in Tampa is the new home of the Exchange National Bank, at the corner of Franklin and Twiggs Streets, covering a space of 55 feet on Franklin, by 105 alongside Twiggs. When completed, at the beginning of January next, it will be one of the most elaborate and imposing banking houses in the South, with its monumental lines of Greek architecture, two stories high with a basement and mezzanine floor. The basement will house extensive fire- and burglar-proof safety deposit vaults; the first floor for the main banking rooms; the mezzanine floor to the officers of the bank, and the top floor for various offices. The writer remembers the time when this same bank started on the same place, with an air of humility that hardly could forecast the brilliant future of the prosperous institution, destined to occupy palatial, luxurious quarters.

Another dream, or nightmare, at the time nearing realization, is the purchase of the Water Works by the city. After long years of hopes and failures, the two appraisers named by the water works company and the city met yesterday for their first conference to put through the belated negotiations, for the purchase of the plant by the city. According to the terms of the agreement between the water works company and the city commissioners, the two appraisers are to arrive at some figure as to the value of the property; should they not agree as to the value, they are to name a third appraiser, who will have the final word to say.

The material prosperity does not have enough power to deviate the Tampaites from their affection for their heroes that made the supreme sacrifice on September 28, 1918, when seventeen of the bravest boys that ever crossed the seas went down with the U. S. S. "Tampa," victims of a treacherous submarine in the Bristol Channel. On Thursday afternoon, September 28, at 4 o'clock, appropriate services and ceremonies will be conducted by the American Legion at the dock of the Tampa Bay Hotel, from where a fleet of boats headed by the Government boat "General Jackson" will move down the bay where committment services will be held, and Miss Thelma Sumner and Mrs. Charles Light, sisters of boys in whose honor these services are to be held, will lower the gigantic wreath of flowers donated by the Auxiliary Post, while the bugler will sound taps; then other members will scatter flowers upon the water and the act of love and remembrance will close.

The industrial skies are clear and serene since the little clouds announced by wire were dissolved in the immensity of the ether. This serenity has contributed to encourage to come to Tampa a number of cigarmakers from Cuba, variously estimated between 800 and 1000 so far.

The Steamship "Cuba" arrived in port last Sunday, bringing 285 passengers, mostly cigarmakers, being the largest number of passengers arrived in Tampa for a long time, according to the statement of the immigration officers. For some time the manufacturers have been unable to fill all orders on account of shortage of labor. The set-back suffered by the Havana cigar factories along with other industries on account of financial troubles of the island has been instrumental in inducing the cigarmakers to come to Tampa, where abundant work was waiting for them. In view of these circumstances it is logical to predict that during the holiday rush the production records of any previous year will be smashed.

To the knights of the road that have left Tampa temporarily for a swing to the middle States, must be added Jorge Leon and his brother; that his trip will be a success is a foregone conclusion.

Manuel Garcia, of Perfecto Garcia & Bros., left for Havana on one of his periodical rounds of inspection to the packings of his house.

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Detroit News

(*Continued from Page 11*)

Thos. F. Gray (Arguelles Lopez & Bro.), Tampa, Fla., "Tadema" and "El Infinto" cigars, is with us again and enjoying his usual good business. Tom says, "Ask the man who smokes them."

Dick Tobin (Falk Tobacco Co.), is hitting the high spots of Detroit with his new high grade mixture, "Johnnie Walker," which retails at $1 per package of 4 ounces. Dick tells me he is having wonderful success with this mixture, and that he will make it a leader in this territory.

Cornerstone of the world's largest Masonic Temple was laid at high 12 on Monday, September 18. A great host marched through the streets of Detroit this day to lay the cornerstone of a Temple of unsurpassed architectural beauty, consecrated to universal friendship, the greatest Masonic Temple in the world. At high 12 (noon) the stone was consecrated with corn, wine and oil and with the historic trowel with which George Washington laid the cornerstone of the National Capitol as a Masonic ceremony 129 years ago to the day. Witnessed by more than 250,000 persons, a record Detroit assemblage, and 40,000 marching Masons, the huge stone was fitted into place. Also in the line of march were members of Washington-Alexandria Lodge No. 22, of Alexandria, Va., the organization of which George Washington was a member, carrying the Masonic Apron, Holy Bible, trowel, square and plumb which General Washington used at the laying of the National Capitol. The honored guest of the day was Edwin Denby, Secretary of the Navy, who attended as a personal representative of Warren G. Harding, President of the United States. Secretary Denby wore the same Masonic apron worn by Worshipful Master George Washington 129 years ago at the laying of the cornerstone of the National Capitol and also used the same trowel. One of the interesting parts of the service was the presentation to Secretary Denby, for President Harding, of a gold replica of the trowel used.

Robt. M. Reilly, Jr., who has been associated with J. S. Capen in the Penobscot Building for the past five years, has accepted a position with M. A. LaFond & Co., as manager of their Majestic Building store. Bob is well known in the tobacco trade, has a host of friends and a big following, and M. A. LaFond & Co. are to be congratulated in securing the services of such a high calibre manager for their Majestic Building store.

Jack Wilderman (Fleck Cigar Co.), "Rose-O-Cuba" cigars, is in our midst again, working with the sales force of Howes-Shoemaker Co., local distributors. Jack says he is having wonderful success with his brand here and is well satisfied with the way it is going over.

The Central Cigar Company's chain stores are showing very attractive window displays this week on "Dutch Masters," "Henry George" and "Harvester" cigars.

Harry Schratz, of John P. Lieberman & Co., is on a business and pleasure trip to New York City and eastern points.

John W. Merriam, of M. Bustillo & Merriam Co., Tampa, was a recent visitor to our city and reports a very satisfactory business on his brands.

Every Bayuk Cigar
is made to four-square
with the critical smoker's
idea of honest value for his money.
BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York: 119 Lafayette St., Phone Franklin 3166

AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK PRODUCTS
A CIGAR FOR EVERY TASTE
HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
PRINCE HAMLET
THE CRITERION OF QUALITY
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING

PRINCE HAMLET
HAVANA RIBBON CHARLES THOMSON
PHILADELPHIA HAND MADE
MAPACUBA

Always Pleasing Always Pleasing

LAS VEGAS
A
GOOD CIGAR

IMPORTED JAVA WRAPPER
HAVANA FILLER

10 Sizes—10c to 3 for 50c

We have left certain territories to offer distributors at this time on account of our increased production, and live distributors would do well to get in touch with us—Las Vegas is less than a year old and is now sold by some of the largest and best jobbers in the U. S. This brand is now being sold by the millions.

F. VEGA & CO.
1361-63 Gratiot Ave., Detroit, Mich.
Factories: Detroit, Mich., Dayton, O.

York County Items

York, Pa., September 28, 1922.

J. H. Stiles, leaf tobacco, York, reports business good. Mr. and Mrs. Stiles are now motoring through the southern States, where later J. H. will attend the meeting at Quincy of The Planters Sumatra Company, of which firm he is a member.

S. L. Etter & Son, North George Street, jobbers, report business good, and especially so on the "Aristocrat" 10 cent cigar, likewise the "John Hay," a recent addition to their lines, is already proving that it is a repeater. They have leased their Red Lion Building to L. R. Smith, who will open an up-to-date billiard parlor and cigar store. Mr. Smith will carry a complete line of both imported and domestic cigars.

H. F. Martin is calling on his trade, and pushing the "Keen Kutter" 5 cent cigar. Attention is called to his regular ad. on this popular brand.

J. G. Bergdoll, maker of "York Imperial" cigars, will have a display at our York County Fair, which opens October 3 to 7. Speaking of fairs, we of York County think this the biggest thing ever given, and if any other county can beat us, they will have to go some.

At the Earl Cigar Company's factory everything shows much activity, increasing production on all brands, and more especially is the demand growing for their "La Vaneta" 10 cent cigar.

W. H. Falkler & Son are busy turning out "Joe Aldridge" 10 cent cigars, and are trying hard to get production up where it can meet the demands for this popular 10 cent smoke.

Merchants Cigar Company reports trade very good and that they also are needing more help to turn out more of their "New York Hand-Made" cigars. This cigar is going strong with their trade.

Ellis I. Myers, of Celestino-Costello & Co., says his brand "Round Up" cigar is selling faster than he is able to produce them.

E. P. Gillespie reports business good, his leading brand being "Pre-War" 5 cent cigar. Gene says it really is as good a smoke as one could buy for a nickle before the war.

There is some talk of another large outside firm opening a branch factory in York. Some more trouble for the manufacturers who cannot now secure enough cigarmakers to meet their present calls for goods.

A. F. Gallatin Cigar Company report business good on their leader, "Gallatin" 8 cent cigar.

Baker Tobacco and Cigar Machinery Company report that they are getting good results from the "ad" running in THE TOBACCO WORLD. Shows that our paper reaches the crowd that use products pertaining to the cigar and tobacco industry.

The cigar department of the Morris Drug Co., 7 East Market Street, is now under the management of George W. Mason, and is showing a most complete line of cigars and smokers' articles.

The "Mapacuba" cigar, distributed by H. L. Beck in Denver, is shown in all the leading cigar stores in that city, which speaks well for its popularity and the energy of its distributor.

Ohio Notes

Have just returned from a week's visit with old-time friends in Ohio. Naturally, to see our old friends we had to call on cigar manufacturers and leaf tobacco packers, and I think any news coming from fellows in our own line of product should be interesting.

Mr. Lukaswitz, of the Lukaswitz-Weaver Company, Dayton, Ohio, packers of Ohio tobacco, reports business good, with many inquiries for the better grades.

We spent several pleasant hours with the Bucher & Bucher Co., cigar manufacturers, Dayton, Ohio. They report business vey good on their brands of cigars, and that they could use more cigarmakers. We always like to visit this old-time factory, where we worked more than thirty years ago, and where one can get a real good smoke, and the smokes taste fully as good now as when we used to help ourselves from the stockroom.

We were glad to see that our friend George M. Schmidt, cigar box manufacturer, has built up such a nice business. George says that he now has the entire wood-box business of Dayton; also that many of his customers are dropping tins and working more and more on wood containers. Fine business, George. We can remember when you first began by soliciting box orders, and if anything makes us feel good, it is to know that our old friends have made good.

While en route to Canton, we stopped over in Mansfield, Ohio, to see the J. A. Rigby Cigar Company. Here one is shown around what we consider the largest and most up-to-date exclusive cigar houses. They are pushing "Rigby's Value" 5 cent cigar. This particular brand really does go to them in carload lots, having received six solid carloads since April 15th. The "Little Rigby" 5 cent cigar is also a big seller with them. In the higher-priced goods, 10 cents and up, their leaders are "Don Digo," in four sizes; "El Paxo," in seven sizes, and "Monogram." Their 8 cent leader is "Rough Havana Rigby's Hand-Made."

JAY BEE.

American commercial travelers visiting South America will be materially aided by the carrying out of the provisions of a bill recently enacted by Congress, under which commercial conventions between the United States and Uraguay, Guatemala, Salvador, Panama and Venezuela, dealing with commercial travelers, will be put into effect.

At present, in many of the countries party to the conventions, it is necessary for traveling men to secure a new license in each state or province, which is not only an expensive proceeding, but is conducive to delay. The conventions provide that manufacturers, merchants and traders of any of the countries named may operate as commercial travelers, either personally or by means of agents or employees, in any other of the countries, upon obtaining from the government of the country visited a certificate of identification and a license which will be valid throughout its entire territorial jurisdiction, and for which only one fee will be exacted.

The Secretary of Commerce, or such official of his department as he may designate, is authorized by the legislation to issue certificates of identification and licenses for South American commercial travelers in this country.

Detroit News

(Continued from Page 13)

"Las Vegas" cigars (F. Vega & Co.) are being attractively shown in a very clever window display in the Recreation Building Cigar Store, Lafayette and Shelby Streets, which was arranged by artist Roy Barber.

John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business trip to New York City and eastern points.

S. C. Korn (Martinez Havana Co.), New York City, was a recent visitor to our city in the interest of his company's brands and signed THE TOBACCO WORLD register at Watkins Cigar Store.

Frank M. Lopez (Garcia & Vega) called on the trade here last week with his line, "The Standard of Comparison," in fine Havana cigars. Frank says business is very fine with him and that he had a very satisfactory business in our city.

Wm. McDonald (F. Garcia & Bro.) spent a few days in town last week looking over conditions on bonded Havana cigars, and from reports he left our midst with some very nice orders for the holiday trade.

George Becker and John Vant (Park & Tilford) arrived last week, both looking prosperous and happy, and they say the way "Tilford's" are selling they are bound to be happy and prosperous. John tells me the factory is far oversold and that everywhere "Tilford's" have been placed they have sold like wildfire. As usual George filled up a couple of order books before departing with lots of fat holiday business.

"Buckingham Smoking Tobacco" and "Buckingham Cigarettes" (John J. Bagley & Co.) are being very prominently advertised throughout the City of Detroit, and both are enjoying a very fine sale. At cigar dealers' Barbecue twenty-four 14-oz. tins and 1000 cigarettes were donated as prizes by Jack Bagley for the various events.

Automobile thugs, after crowding the automobile of Louis E. Norman, 2673 Taylor Avenue, president of the Norman Bros. Cigar Mfg. Co., to the side of the street in front of his home early this morning, held up and robbed Mr. and Mrs. Norman of jewelry and cash valued at $4000. The Normans were returning from a dinner dance in Woodward Avenue shortly before 1 A. M. when the hold-up took place.

The Mazer Cigar Mfg. Co.'s new Java-wrapped brand, "El Javana," has appeared on the Detroit market and is meeting with success in distribution and sales. "El Javana" are made in three sizes, the "Majestic" retailing two for 25 cents, the "Metropolitan" at 15 cents straight and the "Grand" at three for 50 cents. The Peninsular Cigar Co. are the Mazer distributors for Detroit and vicinity.

Herbert M. Earl, president of the Watkins Cigar Stores Company, has returned from a ten days' stay at Jackson, Mich. We hope Herb had a nice time and that the warden treated him well while sojourning in the prison city. What were you sent up for, Herb?

Vacations are over and the working days are here, so spend your evenings around the home fireside, but be sure to have THE TOBACCO WORLD handy, and read up on what's doing in your line of business, for THE TOBACCO WORLD has all the foreign and domestic news.

Yours truly,

Mike of Detroit

Anyone Can Sell "Gold Dollars" for Ninety Cents, a Real Salesman Turns "Ninety Cents" into a Gold Dollar!

In Which Class Do You Belong?

Cigar Smokers

Are demanding a high grade five-cent cigar. Are you prepared to meet this demand at a profit to yourself?

Progressive Manufacturers

Are meeting the problem by using Automatic Machinery. Low production costs mean returning prosperity for the cigar manufacturer.

Be Up With The Leaders

Are you keeping abreast of the times? "Machine Made" means "Clean Made." Your cigars will "look better," "smoke better" and "cost less" than your competitors.

Install Cigar Machines Now

Make a "real smoke" for five cents and show a profit for your company.

INTERNATIONAL CIGAR MACHINERY CO.

5520 2nd Avenue - BROOKLYN, N. Y.

EXPERTS ON ALL TYPES OF TOBACCO MACHINERY

"Fresh Work" Cigar Machines "Mold Rolling" Machines

St. Louis Notes

St. Louis, September 25, 1922.

Business activity seems to be rather sporadic and hitting in spots; now it is and now it isn't, although the reports are that on the "CHANCELLOR" cigar at least they are so oversold they cannot begin to supply orders; that they are weeks behind. It is almost as distressing to be so prosperous that you can't keep up with your business as it is to worry about there not being "any such animal."

Mr. Dieckmeyer, of the Central Cigar Box Company, is out of the city on a business trip, to return in a day or two.

Otto Moser, of the Moser Cigar and Paper Box Company, believes that the halcyon days of tobacco manufacturing for St. Louis are waning; that we have few large manufacturers left, the majority having moved nearer to the tobacco fields in eastern points.

Mr. Moser recently returned from a trip to Philadelphia and New York with S. L. Reid, of the Wiedmann-St. Louis Cigar Box Company, during which they "took in" the National Association meeting of the National Cigar Box Manufacturers' Association, at Philadelphia.

Albert J. Hoeft, of the Wiedmann-St. Louis Cigar Box Company, is back on the job after a very enjoyable vacation which he wound up with a celebration of their wedding anniversary. Whether in spite of, or because of, the Volstead Act, Mr. Hoeft was able to be back at work the day following. (We don't wish to intimate that Mr. Hoeft broke any record in this.)

Otto Wiedmann, of the Brockmeyer Cigar Company, reports gratifying sales on the "El Producto," which they distribute in this territory. Mr. Wiedmann is looking to his laurels in the matter of his appointment of Beverage Inspector in St. Louis, as Governor Hyde believes that "to the victor belongs the spoils," and believes this political plum should bear a crop of fruit in the way of votes for himself at next election.

Frank Roesser, cigar broker, and Supreme Counsellor of the U. T. C., has just returned to St. Louis from a trip to Canada, where he went on Association business.

August Selzer, of Edwardsville, Ill., was a recent St. Louis visitor, ordering slides for advertising his brands, supplies and boxes, and also calling on nearby trade. Mr. Selzer says business is picking up in Edwardsville owing to the miners going back to work, although the improvement is slight, since they have not been able to get cars for shipping coal.

Bruns Bros., who operate a retail store at Jefferson and Arsenal, have taken on the "MAJOR RENO" cigar, and report it is going very well.

Arthur G. Wiedmann brought his two sons to St. Louis to see the Browns vs. Yankees on Monday last, and the boys have now gone on to Pottstown, Penna., to attend Hill School, this being their second year there.

Speaking of the Browns, St. Louis is very dejected, having been buoyed up by false hopes of winning the pennant. We had hoped to get out of the habit of being among those "who also ran." However, "hope springs eternal," and looking down the vista of years, we are sure that some season St. Louis will have an aggravation of players who will make a "walk-away" with the pennant. Persistency is bound to win when accompanied by the right timber.

Liggett & Myers Tobacco Co. were the victims of a hold-up to the tune of 10,000 pounds of tobacco, valued at $8,000. George Bredeman was kidnapped from the truck he was driving at 8.30 A. M., September 26th, by two men who jumped on the truck and blindfolded him and then placed him in another car and drove him about for two hours. The truck was recovered at 10.00 P. M. the same evening—but empty.

NOVICIO.

OPPORTUNITY TO GET SUPERINTENDENT

A man thoroughly experienced in the manufacture of cigars and at present employed is looking for a larger opportunity as Superintendent of a plant. This man has had 25 years' experience in the cigar manufacturing industry. Interested parties can get in direct touch with this man by addressing a personal letter to the Editor of THE TOBACCO WORLD.

AMERICAN TOBACCO COMPANY ANSWERS COMPLAINT

The American Tobacco Company has filed answer to the formal complaint made by the Federal Trade Commission in Docket No. 902. Their answer is a denial of ever having entered into any dealings with the Chicago Tobacco Jobbers' Association or with any member thereof and also states that "except as to those matters herein specifically admitted and those matters of which it has no knowledge or information, denies each and every allegation of said complaint; therefore, it prays that said complaint be dismissed."

FRED GRIFFIN MAKES EXCELLENT START

Confirming prevailing opinions that Fred Griffin would make an excellent manager for the Connecticut Valley Tobacco Association, it is now learned that he has chosen William S. Fuller, of the Fuller Tobacco Co., as assistant manager of the association, and that the building occupied by the Fuller Tobacco Company, at 225 State Street, Hartford, Conn., has been secured for the association headquarters. Also the packing of tobacco for the association will be looked after by Brewer Brothers, of Hockanum.

In the selection of officers, directors, etc., the association seems determined to get all the best men in that part of the country together, and it appears that the success of the venture is assured.

CONDIT & FABER MERGE

Another consolidation is added to the list by the announcement that the wholesale cigar, cigarette and tobacco business of Acker, Merrall & Condit Co. and G. W. Faber, Inc., will be combined under the name of Faber, Coe & Gregg, Inc., with headquarters at 36 West 37th St., New York City. Albert H. Gregg will be president, and Sherman P. Coe will be vice-president of the new company. Mr. Coe was vice-president of Acker, Merrall & Condit Co., and had entire charge of their cigar department for a number of years. This consolidation will have the benefit of the experience gained by many years of successful operation of the two individual concerns, as well as their combined resources, and will no doubt have no difficulty in increasing the already large business done by the two companies previously.

Tampa Letter

(*Continued from Page 12*)

Ambrosio Torre, the genial general manager of Sanchez & Haya Co., has also left for Havana after the purchases of tobacco made by the buyer of the firm on the ground, subject to his inspection. D. M. Mousdale, sales manager for Sanchez & Haya, has come to consult with Mr. Torre, and will leave for the South and middle West.

Among those who have returned home is Celestino Vega, who after visiting his Chicago office left for Washington, D. C., to leave there his bright son, Milo, to follow his course of law in the University.

At the G. & M. factory they are expecting the return of Mr. Harry Slavinsky to hasten production with his usual vim and push, now that labor conditions have somewhat improved.

VERITAS.

NEW SHORT FILLER BUNCH MACHINE

An announcement on another page of this issue advises the trade of the production of a new short filler bunch machine, known as the Model L. This machine will be placed on the market sometime in October, and is the result of much careful study and investigation of the needs of the cigarmaking industry.

The Universal Tobacco Machine Co., of New York, will be ready to demonstrate this excellent machine sometime this month and anyone in the market for a machine of this kind should not miss the opportunity to have it demonstrated to them.

This machine will work short filler or large size scrap of unequal sizes, in any condition, and skilled operators should be able to produce from 4500 to 5000 bunches a day.

The filler is automatically weighed for each bunch and by a new method of transfer from the feeding hopper is never forced or pressed.

The machine weighs about 300 pounds and requires but one operator, and is an excellent example of what the Universal Tobacco Machine Co. is doing for the betterment of the cigar industry.

ORVIS JARRETT IN HOSPITAL

Orvis Jarrett, genial brother of Elmer K. Jarrett, and associated with him in the firm of Monroe Jarrett Sons, cigar box manufacturers, was suddenly stricken with appendicitis at his home in Trumbauersville, on September 19. He was immediately moved to the hospital at Sellersville, where an operation was performed. The operation was a complete success and Orvis is well on the road to recovery, although it will be some time before he will be able to return to his regular duties at the factory.

MANHATTAN PIPE COMPANY CHANGES HANDS

The American Tobacco Company announce the transfer of the Manhattan Briar Pipe Company to a new company to be formed, comprising the business of the former and that of S. M. Frank & Company.

Mr. Frank will be president and general manager, the same interests existing in the individual concerns to continue in the new corporation.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office 222 Pearl St. New York

Warehouse Havana Cuba

Smoke

C. H. S. CIGARS

The Best

5c and 10c

HAVANA CIGARS

in the World

MADE-IN-TAMPA

BY

VAL. M. ANTUONO

FRANK PARKER PASSES AWAY

(By Telegraph.)

Milwaukee, Wis., September 29.

Frank H. Parker, president and treasurer of the Mueller and Son Co., manufacturers of cigar and packing boxes, died here at 1 P. M. today. Mr. Parker was widely known in the box industry throughout the country. He was a director of the National Cigar Box Manufacturers' Association from its inception. The funeral takes place on Monday, October 2, at 2 P. M.

ZELDENRUST MAKES SETTLEMENT

The H. M. Zeldenrust Company, of Allentown, Pa., has offered their creditors a settlement of forty cents on the dollar, which has been accepted. The Zeldenrust Company will continue in the cigar-manufacturing business.

GEORGE S. NICHOLAS DIES

During the week of September 16, George Stevenson Nicholas died at his late home at Babylon, Long Island. Mr. Nicholas came to New York at age of seventeen, and had been associated with the tobacco business practically ever since that time. The funeral took place on Monday, September 18.

T. S. A. HAVE PLEASANT MEETING

The Tobacco Salesmen's Association of America held their first fall meeting in New York on September 8, and a very good attendance was recorded. A. M. Loeb, president of the association, gave a very impressive address and urged all members to attend the National Council, to be held in Cincinnati. After the business meeting refreshments were served and a good time was enjoyed by all.

DETROIT CIGAR DEALERS SHOW FINE SPIRIT

In preparation for the International Aero Congress and the Pulitzer Air Races, planned by the Detroit Board of Commerce to be held in Detroit during the second week in October, a drive for funds has just been successfully completed.

The Detroit Independent Cigar Dealers' Association completed their quota in a very short time due to the fine spirit and generous contributions of the following:

Watkins Cigar Stores Co.,
Central Cigar Co.,
John P. Lieberman & Co.,
Hart Bros.,
M. A. LaFond & Co.,
Bert Johnson,
J. S. Capen,
J. B. Girard,
Men's Service Station,
M. G. Soper Co.,
General Cigar Co.,
Harry W. Watson Co.

It is expected this event will result in the centering of the aeronautical industry in Detroit as the natural outgrowth of and kindred to the automobile industry.

Two million population by 1924 is the goal for the city.

Local Jottings

J. M. Sharp, representing the Manila Commercial Company, has been in town looking after the distribution of the company's brands.

"Topic" cigars are seen in all good cigar stores in Boston as the result of the good work of S. Robbins, of Cambridge Street, that city.

Joseph B. Wertheim (Webster Cigar Company, Detroit, Mich.) was in Philadelphia recently and called on the distributors of the "Webster," Dusel, Goodloe & Co.

"El Producto" is going over big in Baltimore under the able guidance of Horace Leach. You will see them displayed at all the leading cigar stands in that town.

J. Culver Wolfe, representing the Wm. J. Seidenberg Corporation, Tampa and New York, has been sojourning in our midst and gathering in some nice orders of the well-known clear Havana brand, "Pancho Arango."

JOHN E. DEALY MARRIES

John E. Dealy, secretary of Dusel, Goodloe & Co., was married on September 27th to Miss Helen V. Petzelt at her home, 3622 Baring St. After a honeymoon at one of the seashore resorts, Mr. and Mrs. Dealy will reside at 1014 South Ithan St.

ANOTHER UNITED HOLD-UP

The United Cigar Store at the corner of Tenth and Chestnut Streets, was the scene of a hold-up on Monday morning, September 25. The manager after having opened the store, was approached by a genial looking customer, who, without going into details, ordered him "To stick 'em up and hold 'em high," which he did.

The hold-up was witnessed from the second story window across the street by some men, who at once attempted to foil the bandit, but they only succeeded in being taken for the robber and arrested, while the bandit walked away with $300 of the United's money.

THE NEW TARIFF

Wrapper Tobacco—Unstemmed, $2.10 a pound. Stemmed, $2.75 a pound.

Filler Tobacco—Unstemmed, 35 cents a pound. Stemmed, 50 cents a pound.

Mixed Bales—Wrapper or filler when mixed with 35 per cent. wrapper must pay duty on the entire contents if the wrapper portion of the bale exceeds 35 per cent. at the rate of $2.10 a pound for unstemmed and $2.75 a pound for stemmed.

Scrap Tobacco—35 cents a pound.

Snuff—55 cents a pound.

Cigars, Cigarettes, Cheroots—$4.50 a pound and 25 per cent. *ad valorem* as well.

Paper Cigars and Cigarettes—The same rate that applies to cigars.

Other Tobaccos—All other tobacco, manufactured or unmanufactured, not specially provided for, 55 cents a pound.

News from Congress

(*Continued from Page 8*)

A study of trade association activities is being made by the various bureaus of the Department of Commerce and a report will be submitted to Secretary Hoover in the near future, going extensively into the different activities conducted by trade organizations.

Especial attention is being paid to the bureaus of scientific investigation, which are conducted by a number of trade associations, and to the activities of trade associations in eliminating bad business practices. The report will be very voluminous; it is the first study of the kind which has been conducted by the Government, and the results of the investigation will be submitted for the information of Congress when the Edge bill, dealing with trade associations, is taken up.

Announcement has been made by Senator Edge, of New Jersey, that his trade association bill will be rewritten during the recess of Congress and a new measure along the line of his original bill will be introduced early in the coming session. The new bill will probably provide that trade associations may submit a prospectus of their contemplated activities to some department of the Government, and if found not incompatible with existing laws they will be permitted to go ahead with such programs.

Decreased employment and wages in August, as compared with July, is shown for the chewing and smoking tobacco and cigar and cigarette industries in figures just made public by the Bureau of Labor Statistics. Reports from six establishments engaged in the manufacture of chewing and smoking tobacco show 686 employees in August, compared with 724 in July, or a decrease of 5.2 per cent., while the weekly pay roll decreased 6.6 per cent., being $11,376 in August, and $12,180 in July.

The decrease in employment and wages for the cigar and cigarette manufacturing establishments was very slight. Reports from 98 such companies show 25,662 employees in August, compared with 25,804 in July, a decrease of 0.6 per cent., while the weekly pay roll also showed a decrease of 0.6 per cent., being $451,355 in August, and $454,101 in July.

A radical departure from the present method of providing a tariff law is provided for in a bill which has been introduced in Congress by Representative Ansorge, of New York, which provides for the creation of a permanent, non-partisan tariff court, the members of which would be appointed for life, and which would provide all tariff duties. The salaries of the members of the court would be $12,500 a year.

While Congress, as at present, would enunciate the principle or basis on which a new tariff should be computed, the tariff court would hold the hearings now held by the Ways and Means and Finance Committees, would determine the facts regarding imports

(*Continued on Page 22*)

STICK TO Cinco - IT'S SAFE

2 for 15c everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!

ON OUR TOBACCO STEMMING MACHINE

Cigarette Tobacco - Smoking Tobacco - Plug

100 MACHINES IN ONE FACTORY

WRITE FOR FULL PARTICULARS

TOBACCO STEMMING MACHINE CO., INC.

LYNCHBURG, VA.

Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP

This stamp on each box protects the trade
Demand it on your goods

We wish that every Cigar Merchant in the United States might have the opportunity of visiting TAMPA and viewing at first hand her immense CIGAR INDUSTRY.

The permanency of our buildings, our facilities, climatic conditions and our thorough preparedness would at once convince you that TAMPA CIGARS will continue to always maintain the HIGH STANDARD OF QUALITY set by our pioneers.

Tampa Makes Good Cigars

Demand the Identification Stamp

NEW MODEL SUCTION TABLE

In welcoming to our pages the advertising of the Liberman Manufacturing Company, of Philadelphia, the trade will doubtless be interested in an interview which our representative had with the genial president of that concern, Bernard Liberman, himself.

"I am advertising this latest model suction table at this time when the industry is facing a shortage of labor, because I want to bring to the attention of the manufacturers the important bearing this has upon their labor conditions," said Mr. Liberman.

"Naturally we watch very closely the conditions under which our machines are operated and endeavor in every way to co-operate with the cigar manufacturers, so that he will get the utmost production from our machine. We have found, however," Mr. Liberman stated, "that operators prefer to operate the latest model suction table and that in many instances they will leave factories equipped with the old-style suction table if they can secure employment where the new model is used."

"The reason," Mr. Liberman explained, "is due to the facility with which the new model is operated. The operator has only one pedal to manage when working this table, and the die is slanted so that the tuck is nearer than the head, making rolling easier and avoiding danger of 'skippers' and 'pockets.' The device on the new model for automatic suction reduction as the cutting die is lowered to rolling position, compels the operator to hold the wrapper with one hand while rolling with the other hand in the true Cuban style of palm-rolling, making objectionable 'fingering in' impossible. In this way the manufacturer secures better rolled cigars."

With the apparent shortage of help facing the industry in the near future, it should prove of considerable interest to all cigar manufacturers to investigate this new model suction table which the Liberman Manufacturing Company is bringing before the industry.

CARL UPMANN DIES AT AGE 79

Carl Upmann, for many years a cigar manufacturer and leaf dealer, died at his home, 50 W. Seventy-first Street, on Tuesday, September 19. The funeral was held on Thursday morning September 21, from his late residence.

Mr. Upmann had been in the cigar-manufacturing business for more than fifty years and had also been a leaf tobacco dealer prior to his entry in the cigar-manufacturing business. He is survived by four nephews and one sister.

ANOTHER RETAILER TAKES ON "TUVAL"

Dolan's Smoke Shop, one of the foremost shops in Chicago, have added the "Tuval" brand (Marcelino Perez & Co., New York) to their already fine line of smokes.

"Tuvals" are also one of the best sellers in the Acker, Merril & Condit stand in the Emerson Hotel in Baltimore.

JULIUS LICHTENSTEIN TO TAKE VACATION

The president of the Consolidated Cigar Corporation, Julius Lichtenstein, will depart in a few day for a well-earned rest at French Lick, Indiana.

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY

MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

News from Congress

(*Continued from Page 19*)

and effects of proposed rates, and would apply the principles laid down by Congress and levy the rates to be assessed thereunder.

This plant, it is pointed out by Congressman Ansorge, would relieve Congress of the onerous task of considering the condition of hundreds of industries and the possible effects upon those industries and upon the country as a whole of some four thousand separate tariff rates. At the same time, Congress would retain its most important prerogative—that of determining whether the tariff law was to be a protective or a revenue measure.

Hearings on the recently enacted bill providing for interchangeable mileage books were opened before the Interstate Commerce Commission on September 26. Charges that the provisions of the act were unconstitutional and that the orders issued by the Interstate Commerce Commission as a result of the present hearings will be disputed in the courts, were made by the counsel for the railroads.

Notices of the proposed hearing were served upon 489 railroads throughout the country, and 397 of them have already officially applied for exemption from the provisions of the measure. Among those applying for exemption are 27 of the larger railroad systems.

The questions to be taken up by the Commission during its hearings are whether both interchangeable mileage and scrip coupons shall be issued and sold; what rate or rates shall be established as just and reasonable for each or either form of ticket; what conditions, if any, should be attached to the issuance and sale of such tickets by reason of the existence of different levels of passenger rates in different sections of the country; in what denomination shall the ticket or tickets be issued; what offices of carriers shall sell such tickets to the public; what rules and regulations for their issuance and use shall be required; whether the tickets shall be non-transferable or transferable, and, if untransferable, what identification may be required; and to what baggage privileges shall the lawful holders of such tickets be entitled.

The hearings will cover a period of several days.

TOBACCO HIT BY FROST

Some of the tobacco still standing in the fields in Lancaster County was nipped by the frost on two successive nights (September 25 and 26). Although most of the tobacco in this section has been housed, there is considerable still standing.

The water supply in some sections is getting to be a serious problem, also due to the absence of rainfall for some time.

PREFERRED HAVANA MANAGER RESIGNS

Mr. Edwards, wro was manager for the Preferred Havana Tobacco Co., and who was in charge of their sales force, has resigned.

NEW!

The Model L Universal Short Filler Bunch Machine

At Last!

AN Automatic Bunch Machine that will work short filler or large size scrap of unequal sizes, in any condition. Cigars you now make by hand, including a combination short and long filler, can be made on this machine. Skilled operators will produce from 4500 to 5000 bunches in a day of nine hours. 3000 to 3500 bunches a day is a conservative number from an unskilled operator.

The new Universal operates automatically, and will produce bunches of uniform size and weight, regardless of filler conditions. Cigar manufacturers will be amazed at the improvement this machine represents in cigar manufacturing.

The filler is automatically weighed for each bunch before rolling—it is conveyed to the weighing device in a loose, fluffy condition. This is accomplished by lifting the tobacco from the feeding hopper, instead of forcing by gravity as is the usual practice. Thus it is never forced or pressed. Once the bunch is rolled, the operator places it in the mould BY HAND.

The machine requires but one operator. It is simple and DOES NOT EASILY GET OUT OF ORDER.

Foreign matter which gets into the hopper, such as nails, wire, etc., cannot disarrange the operation.

It is motor driven, using a ¼-horse-power electric motor. Weighs approximately 300 pounds. The machine will be ready for demonstration in October. Send in your demonstration order now!

The Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S. A.

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

JUST had a long and interesting talk with a banker, and he gave three reasons why retail dealers fail in business. He advanced arguments to prove he was correct, and to my mind he proved his case completely.

Perhaps you think I am going to hand you these reasons, with explanations, but if you think so, that is where you make a mistake, for they won't be delivered—and I will tell you why.

Because it is a negative subject, and I won't deal in negatives. I won't buy them. I won't sell them.

I deal in positives, and nothing else.

You ain't in business to keep from failing, not for the name of Mike. You are in business to succeed, to make money, to grow, and make more money, till the last bell rings.

You are a positive man. So am I. We are brothers. Shake!

And will I tell you how to succeed? Sure!

Begin with a private slogan. Here it is. "I'll do my best, b'gee."

Then live up to it. That's all. That will get behind you and boost you up the business hill, no matter how steep it is.

It will make you paint your store, dress your show window every week, study what styles your trade prefer, push and advertise these styles. It will make you read your trade paper and learn the lessons of building business. And you will succeed. You sure will

Did you see that advertisement in the newspapers where a candy manufacturer desires a slogan for his establishment and invites the public to send them in. He offers prizes. The person sending the slogan which is adopted will receive one thousand dollars, and he offers consolation prizes to others who send good slogans, totaling another thousand.

A good slogan is a great business builder, you bet. That's why the cigar industry should have one.

Our slogan man got in tune with the slogan vibrations the other day, and sent in his contributions for the cause, as follows:

The solace of the world—Tobacco.
Meet your friend—a good cigar.
A man is often judged by the cigar he smokes.
The world may wag as it will so I have my cigar.
Smoke now and not hereafter.
Keep agoin'—keep a-smokin'.
A good cigar is an epicure's delight.
Lay on Macduff, and smoke.
Contentment in every cigar; bushels of joy in every box.

Let us hear from you. Send in yours before the rush begins.

It is no disgrace to be old, but all the same it is rather inconvenient in some respects. For instance, when you are 95 or 100, rheumatism throws sand in your bearings and your joints squeak dismally as you hobble painfully around. You require plenty of sleep and no longer enjoy midnight strolls under the white lights admiring the chickens, the deer and the daisies. The Sweet Young Things give you the icy ha ha, in spite of your earnest assertions to yourself that you are young—95 years young.

Yes, it is honorable to be old, but it is a little sad for a fact.

And what are you going to do about it?

Why, you can smoke sixty cigarettes a day and be happy, b'gee.

That's what Dr. J. R. Ward, New York, does. And he's 97, going on 98. Says he intends to keep it up twenty years—and then some. Wouldn't you like to have him for a customer?

If you have a number of customers who would like to stick around a century or so, why not tell them about Dr. Ward, and let them in on his recipe, viz: "Smoke 60 cigarettes a day and don't worry." Tell them it will shoo away the jinx and lengthen their lives mightily; though you might throw out a little hint that it won't work unless they buy their cigarettes of you.

I have heard of many recipes for lengthening life, but this is about the easiest of the lot, and I'll bet a nickel every one of my readers will say it is the best.

Don't be a sponge! That is, don't soak up valuable information, like a sponge soaks up water, and let it lie idle and useless. Use it!

Now, here is your Business Building Department. It is handing you wads of Good Stuff—stuff that is building business for others and making fortunes for them.

You are reading it, of course, or you wouldn't be reading these words.

What are you doing with it?

Are you keeping it tied in a stocking, like an old woman with her money; or letting it loaf on you like a lazy workman?

Set it working. Ponder over it. Think often how you could adapt the various ideas to your business. Plan exactly how you can do it. Then turn them from mere ideas into living, working realities.

This department a'int trying to amuse you, by a far call. It a'int trying to merely give you business knowledge. It is trying to put two bucks in your cash register where only one went before. It is trying to help you build up a dandy business that will be the joy of your life. It is trying to help you become a better merchant, an example of efficiency to others. It is trying to help you pay a larger income tax, for your Uncle Samuel, they tell me, needs the money.

Get busy!

A merchant prince died the other day. He was a self-made man. Started in business when a boy as clerk in a cigar store, and a rather punky cigar store at that. Hadn't any coin in his pockets, and if the truth were told the gray stuff under his hat was nothing out of the ordinary.

It wasn't very long before he was a partner in the business. In a short time he bought out his partner. In less than a year he moved to the best and most expensive location in his town. Soon he began taking on other lines, making his cigars, etc., merely a department of his store.

In a couple of years he purchased the building next door and occupied both places.

And so it continued until he heard the bell ring.

He not only did a vast amount of good to the world, selling dependable goods at most reasonable prices, and giving lucrative employment to hundreds of people, but he accumulated the interesting little fortune of five million dollars.

An associate, speaking of him said: "The fundamental basis of his remarkable success was his appreciation of good business ideas, his willingness to recognize them in others and pay handsomely for them, and to hire men full of ideas at liberal, and even extravagant salaries."

Here you are, a clerk or proprietor of a little dinkey cigar store, chewing the rag every day and putting a crimp in your business abilities, because, forsooth, you say, you haven't any opportunity to work up and show what you can do.

Fie on you, man! You have a dozen opportunities every day. Get daffy on collecting business ideas, then apply them to your business, become an expert on everything connected with it, then have initiative to do things and grow. And the little god of Good Luck will boost you up the ladder of success.

The Kodak manufacturers are bright people. They have stores in the principal cities, and they know the selling game. Below are nine pointers for window dressing they printed in their house magazine for their various stores to follow.

I am not partial to printing long lists of their terse suggestions, for they don't seem to burrow under the hide, but these are so good and so helpful that I make an exception and pass them along:

Have your show window well lighted.

Plan to overcome reflections.

Thoroughly clean all merchandise that goes in the show window.

(*Continued on Page 26*)

Do you get what you buy?

When you buy Porto Rico leaf, you have an absolute guarantee of the source of growth in the official stamp affixed to every barrel or bale.

This stamp classifies the tobacco accordingly—whether native, foreign, or mixed native and foreign—and in whatever form packed, it comes to you properly stamped as an evidence of protection to your interests.

You should inspect every purchase made. See that the right colored stamp is on the barrel or bale:

—White, for native Porto Rican;
—Pink, for that of foreign growth;
—Blue, for mixed Porto Rico with foreign.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

Study the specimen stamp reproduced here. Compare it with that on your purchases.

For information write or call:

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
J. F. VAZQUEZ, Agent.
126 MAIDEN LANE - NEW YORK
TELEPHONE, JOHN 1379

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TRINIDAD:—42,787. For cigarettes and tobacco. September 5, 1922. William H. Rendall, New York City.

TROUBADOURS:—42,788. For cigars. August 26, 1922. Troubadours Cigar Co., Milwaukee, Wis. The trade-mark, though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the registrant through mesne transfer from James J. Lynch Co., who it is claimed used same since 1880.

KRO FLITE:—42,791. For cigars, cigarettes and tobacco. September 8, 1922. Scranton Tobacco Co., Scranton, Pa..

STOP INN SMOKE:—42,789. For cigars, cigarettes and tobacco. September 11, 1922. Andrew J. Lewis, Chicago, Ill.

KRO-FLITE:—42,790. For cigars, cigarettes and tobacco. September 8, 1922. Scranton Tobacco Co., Scranton, Pa.

KROFLITE:—42,792. For cigars, cigarettes and tobacco. September 8, 1922. Scranton Tobacco Co., Scranton, Pa.

TAPPAHANNAH:—42,793. For all tobacco products. September 18, 1922. Larus & Brother Co., Inc., Richmond, Va.

SHERLAND:—42,794. For all tobacco products. September 18, 1922. Larus & Brother Co., Inc., Richmond, Va.

ELKINTON:—42,795. For all tobacco products. September 18. 1922. Larus & Brother Co., Inc., Richmond, Va.

YELLOW CAB:—42,797. For cigars. June 5, 1922. McKee-Marks Cigar Co., Ottumwa, Iowa.

WISCONSIN HIGHWAY 15:—42,800. For cigars. September 22, 1922. K. B. C. Cigar Co., Milwaukee, Wis.

DIAMANTE NERO:—42,803. For manufactured tobacco and cigarettes. September 25, 1922. Liggett & Myers Tobacco Co., New York City.

TRANSFERS

MORGAN LEWIS:—27,997 (Tobacco Leaf), and **30,179** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 27, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by Moehle Litho. Co., successors to O. L. Schwencke Litho. Co. to New York-Tampa Cigar Co., New York City, September 18, 1922.

JUSTRITE:—22,238 (Tobacco World). For tobacco. Registered May 4, 1911, by Bondy & Lederer, New York City. Transferred to Pasbach-Voice Litho. Co., Brooklyn, N. Y., and re-transferred to Kuhles & Stock Co., St. Paul, Minn., August 23, 1922.

DARDANEL:—39,577 (United Registration Bureau). For cigarette papers. Registered February 16, 1916, by A. B. Keljikian & Co., Providence, R. I. Transferred to Berberian Tobacco Co., Boston, Mass.

YELDIZ:—39,576 (United Registration Bureau). For cigarette papers . February 16, 1916, by A. B. Keljikian & Co., Providence, R. I. Transferred to Berberian Tobacco Co., Boston, Mass.

ALEXANDER THE GREAT:—6006 (Trade-Mark Record), for cigars; **4026** (Trade-Mark Record), for cigars, and (Tobacco Journal), for cigars and tobacco. Registered August 17, 1889, June 8, 1887, and June 8, 1887, respectively, by Baker & Du Bois, New York City; also **26,247** (Tobacco Leaf), for cigars. Registered September 25, 1903, by S. Levyn, Inc., Buffalo, N. Y. Through mesne transfers acquired by Merriam Segars, Inc., and re-transferred to A. M. Jamison Cigar Co., Spartanburg, S. C., July, 1920.

TITLES CLAIMED

Claim has been made to the following titles by A. C. Henschel & Company, 829 Orleans Street, Chicago, Ill.:

"Carmola" "Java Corona"
"Java Del Rey" "Arrola De Java"
"Java Primera" "Java Suprima"

Business Building

(*Continued from Page 25*)

See that the show window is kept perfectly clean.

Do not let window decorations conflict with the merchandise.

Pose the merchandise in a broken row so it won't look like a row of ninepins.

Display accessories in the window.

A neat show card will answer many a customer's unasked questions. Price tickets on certain goods will sell more goods than a high-priced salesman.

BALTIMORE JOBBER PASSES AWAY

William Boucher, for many years a prominent figure in the tobacco industry in Baltimore, died on September 12, at his home on Guilford Avenue, after a short illness. Mr. Boucher's death was very unexpected, although he had suffered a general breakdown sometime ago, and his physician had advised a complete rest.

The funeral was held on September 14, from the home of his son, William Boucher, Jr., 3816 Greenmount Avenue, Baltimore, Md.

STATE DEPARTMENT ASKS SMYRNA REPORT

Rear-Admiral Mark Lambert Bristol, in command of the U. S. Naval forces in Turkish waters, has been asked by the State Department to report on the damage to American property in Smyrna, together with the names of those affected. Several American tobacco companies have large interests in and around Smyrna, and no definite reports have yet reached these concerns as to the extent of their loss.

Rear-Admiral Bristol has acted as U. S. High Commissioner to Turkey for the past several years and more than once has been called upon to deal directly with Mustafa Kemal Pasha, the leader of the Turkish Nationalists, and no one is in a better position to obtain definite facts.

ADVANCE IN PRICE OF "PETER SCHUYLER"

Due to the increased cost of labor and material, the price of the famous "Peter Schuyler" cigars, made by G. W. Van Slyke & Morton, of Albany, N. Y., again has been advanced to $95 per thousand. It is not at all improbable that other advances will be made in a short time. Very naturally, the retailers do not view these advances with any great amount of satisfaction, but with conditions as they are, it is only to be expected that prices must advance or the quality be lowered.

TOBACCO PRODUCTS CORP. ABSORBS BERCOVICH

Fifteen cigar stores of the Bercovich Co., one of the best known retail cigar concerns on the Pacific Coast, have been absorbed by the Tobacco Products Corp. Thus one more link is added to the chain of mergers now taking place in various sections with the view of stronger competition and better business.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & LAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST,* write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

OCTOBER 15, 1922

VOLUME 42 — NO. 20

THE TOBACCO WORLD

LIBRARY RECEIVED OCT 19 1922 U. S. Department of Agriculture

GARRETT·H·SMITH

U·S·AND CANADIAN REPRESENTATIVE FOR

COMPAÑIA LITOGRÁFICA DE LA HABANA

FINEST IMPORTED CIGAR BANDS AND LABELS.

ALSO GUMLESS BANDS

NEW YORK OFFICE 50 UNION SQUARE

TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Suggestive Features of the Wooden Cigar Box

THE importance of an attractive package in selling goods cannot be overestimated. For display purposes, window trims and merchandising value the wooden cigar box is unexcelled. Compact and lending itself to distinctive lithographic features, its appeal to the eye is remarkable.

Smokers prefer cigars packed in wooden boxes. The very color of the wooden box is suggestive of the flavor and quality of the contents. The background harmonizes with the cigars themselves. Then there is a strong psychological reason for this selling appeal—wood suggests burning and smoke.

Advertisement

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

LA PREFERENCIA. CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

BREVAS SIZE **10c** Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY
MANUFACTURERS
Harper & Seneca Streets Detroit, Mich.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART. Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transaction. Write full particulars. Address Distributor Box No. 450, care of "The Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 42 OCTOBER 15, 1922 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

WDC TRADE MARK

Drysmoke
TRIANGLE BAKELITE SOCKET PIPE

BRIAR TOP BOWL FITTED WITH PORCELAIN BASE
Guaranteed not to burn through
Easy to clean

MADE WITH THREE DRAUGHT HOLES TO INSURE A COOL, CLEAN, DRY SMOKE.

If your jobber can't supply you write us for the name of a nearby jobber who can.

All WDC BAKELITE SOCKET PIPES are now made with this improved feature

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

The Celebrated Dill's Best
Long Cool Smoke

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER

J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

GOOD

WOODEN BOXES are the only containers for GOOD CIGARS and our boxes are the best WOODEN BOXES for your GOOD CIGARS.

Try 'em

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

WE CAN SUPPLY YOUR NEEDS FOR

LITHOGRAPHED WINDOW DISPLAYS

IN ANY QUANTITY FROM 100 UP

WE SPECIALIZE IN SHORT RUNS AND LARGE QUANTITIES OF

Cardboard Screens
Panels
Cut-outs
Easel Displays
Hangers
Posters
Small Card Signs

LET US CONSULT WITH YOU FOR YOUR 1922 NEEDS

Rex Window Advertising Co., Inc.

71 W. 35th St., New York City

Box Sales

The standing of a cigar in popular favor is indicated by the number of smokers who buy a box at a time.

Blackstones in boxes of fifty and in pocket packs of ten and five move freely wherever the brand is established.

Long Havana filler, Imported Sumatra wrapper. Forty years of high repute and consistent advertising have gained it recognition as a gentleman's cigar.

Blackstone

2 for 25¢ CIGARS *Also makers of* TOTEM 8¢ *cigar*

WAITT & BOND, Inc., Newark, N. J.

Volume 42

THE TOBACCO WORLD

Established 1881

Number 20

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1922 Foreign $3.50

EDITORIAL COMMENT

FACING, as many manufacturers are, the necessity of maintaining their present prices in the face of increased costs of labor and raw materials, it is quite natural that there should be a new interest in mechanical devices to facilitate the production of cigars.

Every industry faced with such a condition has turned to machinery for the solution, and in almost every industry machinery has successfully solved the problem. The cigar industry has stood alone and resisted the introduction of mechanical devices as long as possible. Rising costs over the past few years, however, has compelled the cigar manufacturer to use every possible method to reduce production expenses.

For this reason the merits of machinery have become better known, and mechanical devices have come into use more and more. One brand that was handmade a few years back is now produced entirely by machinery, and at the rate of nearly one hundred million a year. Many other famous brands are made wholly or in part by mechanical devices.

It is a fact worthy of consideration that despite the fact that for almost two years there has been a steady decline in cigar production, factories producing cigars with the aid of machinery have in the greater proportion continued to increase their output.

Tradition is a splendid thing, but traditions must go if progress is to be made. Competition will sooner or later force the manufacturer with expensive production costs either into machinery or out of business. It isn't an idle statement for the handwriting is on the wall.

Many smokers who pass their cigars with the remark, "This is a fine old handmade cigar," little know that it is in reality produced by machinery. As a matter of fact the smoking public does not know, and little cares how the cigar is made, so long as it smokes freely and pleases their taste.

And the fact that in the State of Florida alone there is more machinery in use today than ever before in history indicates that progressive manufacturers in that State realize that after all machinery can change the impossibility into a certainty.

THE passing of Salvador Rodriguez takes from the cigar industry a man whose name was known throughout the trade and the mention of which immediately brought to mind the name of that famous cigar brand which he manufactured. And one could not think of the name of the brand without also thinking of Salvador Rodriguez. Throughout the industry the name of the man and of the brand were inseparable.

Actuated as he was by the highest principles of manufacturing, the sincerity of his purpose was reflected in the character of the cigar which he produced. There was recognition of this fact wherever his brand was consumed, and his name was soon synonymous with the brand itself.

Salvador Rodriguez was recognized as the dean of the clear Havana industry. He was held in affectionate esteem among a wide circle of friends in both Tampa and Havana. Men might disagree over many things but they were in accord in recognizing the splendid qualities which dominated the character of that kindly man, Salvador Rodriguez.

Hundreds mourn his loss, but he has not lived in vain if the industry will take an example from his life in his pursuit of the finest ideals and his unswerving adherence to the highest business ethics.

"LA PALINAS" IN SAN FRANCISCO

"La Palinas" are being handled in all sizes in San Francisco by Dan Goldstone, and they are rapid sellers, according to reports.

BENJAMIN DANGERFIELD, SR., PASSES AWAY

Benjamin Dangerfield, Sr., for many years president of Reymer Brothers, wholesale cigar and confectionery dealers, died on September 11, at his home in Pittsburgh, aged 76 years. He is survived by a widow and four children.

PHILADELPHIA.

NEW CONTROLLER INTEREST IN OTTO EISENLOHR & BROS., INC.

Messrs. Ben R. Lichty, vice-president, and C. Harry Eimerbrink, manufacturing manager of Otto Eisenlohr & Bros., Incorporated, with others closely allied with the present management of the company, have, through the generous assistance of Mr. Charles J. Eisenlohr, acquired control of the stock of Otto Eisenlohr & Bros., Incorporated. The old management will remain actively engaged in the business, Mr. Eisenlohr, the president, Mr. Lichty, vice-president, and Mr. Eimerbrink, manufacturing manager, retaining their respective offices, thus furnishing assurance that the traditional policy of this well-known corporation will be continued by the same men who have been associated with it in the past.

The Tobacco World extends sincere congratulations and best wishes for success to the new owners of the above company, and we have no doubt that the continuance of the old policy will bring gratifying success. The policy of this company in maintaining their splendid quality in their brands throughout the years of the war and the most discouraging years immediately following is bringing its reward. Their factories being operated at capacity and the enormous distribution of their brands, "Cinco" and "Henrietta," shows that these brands stand high in popularity with the consuming public.

ANTONIO ROIG & LANGSDORF HEAVILY OVERSOLD

What a pleasure it is to be greeted by the smile and report "oversold," whereas six months ago it was usually a pout and "business only fair." But S. Dietz, of the Roig & Langsdorf house, always wears a smile regardless, but I think this time when he reported "heavily oversold" there was a glimmer of anxiety—anxiety about the difficulty in getting an adequate production to meet the demand for Roig products.

They have recently acquired the services of L. B. Winstock to cover south and southwestern territory, replacing W. C. S. Wilson, who has been obliged to lay off on account of protracted illness. Joseph H. Bradley is winding up a trip through the Middle West. This has been the most successful trip Mr. Bradley has had since he became associated with Roig & Langsdorf—a very flattering statement on the part of an employer.

BAYUK BROS.' NEW WAREHOUSE

The warehouse now in course of construction in Lancaster, Pa., for Bayuk Bros. is nearing completion. It will be one of the most complete and modern warehouses in this country. Replete with every improvement and known convenience for the handling and storage of tobacco, this modern and essential factor in the production of the famous and popular Bayuk brands emphasizes not only the desire, but the eagerness on the part of Bayuk Bros. to improve the quality and standing of their product by adopting most approved methods of treating and housing stock. The new Bayuk Bros. stripping plant and garage at Tenth and Bainbridge Streets, Philadelphia, is well advanced and nearing completion. The message one gets upon entering Bayuk Bros. main office at Third and Spruce, is getting to be so familiar and expected, one never needs ask what has now become a foolish question.

Roy C. Charles, president of Cole Tobacco Co., Newport News, Va., was a visitor this week trying to get better shipments of Bayuk brands.

A quarterly dividend of $2 a share on the first and second preferred stock has been declared, payable October 15, to stockholders of record September 30.

CONGRESS CIGAR CO. REFUSING BUSINESS

Strange as it may seem but right here in Philadelphia in the year 1922 when six months ago such a thing could not be dreamed of the famous La Palina house, known as the Congress Cigar Co., hangs out a sign which if taken figuratively means "We're Stuck" and can't open any more accounts. At any rate the report just handed our correspondent is to the effect they cannot take on any more new accounts this year.

Willis Andruss, sales manager, who has been making an extensive trip throughout the country is headed home and is expected to return October 17.

CRESSMAN'S REPORT INCREASED BUSINESS

Allen R. Cressman's Sons report the following new accounts opened which speaks well for their aggressiveness as to going after new business for their "Manuel" and "Counsellor" brands: Frumkin Tobacco Company, Schenectady, N. Y., Pittsfield, Mass.; Charles F. Delavan, Middletown, N. Y.; Mr. Harry B. Hayt, Newburgh, N. Y.; J. F. Martin, Inc., Peekskill, N. Y.; Rockland Tob. Co., Nyack, N. Y.

POST CIGAR CO. BUSINESS BOOMING

After a very quiet summer and some labor friction this widely known house is beginning to feel the effects of a boom. Mr. Balestoki reports business booming briskly.

DAN OSTROW HAS A BIG SELLER

Dan usualy has big sellers, but this one in particular is an unusually good nickel cigar made by Leroy Meyers, of Savannah, Ga., which he is featuring. Dan says it's a "ripper" and sells schön.

C. W. Saunders, of the Cortez Cigar Co. paid Dan a visit last week.

EL PREDOMINO CIGAR CO. STILL GROWING

"Della Casa" has won another flattering account. Hunsicker & Co., of Allentown, Pa., has placed "Della Casa" on their list of important features which shows the increasing demand for this popular brand. Business with El Predomino Cigar Co. is in a healthy condition.

PROGRESSIVE LOOKING FOR FACTORY

M. Cravis is up the State this week looking for a factory suitable to their needs as their Philadelphia factory has become entirely inadequate to cope with increased business due to the big demand for "Butterfly" cigars. The difficulty in getting required labor is greatly hampering production.

WM. H. BAILEY LOOKING WORRIED

There are times when "Bill" Bailey smiles more than at other times. This week he looked so worried we ventured to ask him the cause. "Oh my! Oh my! Oversold and I can't get any goods; it's awful." "How are your factories?" we queried. "Oh my! Can't get help, it's awful. Here I am snowed under with orders and can't make deliveries." Wouldn't you be worried?

J. BROOKS MOVES

J. Brooks, formerly at 204 South Ninth Street, moved on Tuesday of this week to larger and more commodious quarters at 19 North Tenth Street, where he will manufacture and sell direct his popular "Five-Cent Smokers" and "La Ileta" brand. He will employ twenty hands. Saturday, the 14th, is set for an "opening" when Brooks's old friends will be greeted with an extra smile and, of course, a smoke.

P. C. FULWEILER & BRO. OPEN NEW ACCOUNTS

H. L. Bedard, who covers New York State for P. C. Fulweiler & Bro. has succeeded in opening flattering accounts, among which is The Bartholomay Co., of Rochester, one of the largest distributors in the State, who will feature the "Marietta" brand. Edward M. Laing is still on an extended trip in the South. With a comfortable production of 100,000 a week of all high grade cigars the above house, although pushed, is meeting the demand for their brands in good shape.

"COUNT PONCHARTRAIN" GOING GOOD

At the Smoke Shop, corner of Fourth and Sansom Streets, Louis Zifferblatt states that the well known brand, "Count Ponchartrain," manufactured in bond by Marcelino Perez & Co., New York City, is becoming very popular with the lovers of clear Havanas.

KING CIGAR CO. MAKING EXPRESS SHIPMENTS

A. N. Davis, manager of the Philadelphia branch of King Cigar Co., Hartford, reports they are making almost all shipments by express to insure quicker deliveries in response to the increasing demand for King "Perfectos." Mr. Davis expressed the opinion that depleted retail stocks and rush for holiday goods have created a condition difficult to cope with.

H. A. CIGAR CO. OVERSOLD

H. Abramson, manager of H. A. Cigar Co., 9 Bank Street, is wearing a worried expression, 'cause, an oversold condition. There is a very plausible reason for the increased demand for the products of this house in that "El Tributo" and "Miracle" are two brands one sees in evidence on many well-known stands, which shows they are becoming more and more popular and they sell fast, too.

F. C. SCHAIBLE, OF G. E. SCHAIBLE CO., OPENS FLATTERING ACCOUNT

F. C. Schaibles "Marvin" brand has won such a favorable recognition it is now among the features shown at the Thos. Martindale stores.

The demand for five-cent "Marvins" has become so great the G. E. Schaible Co. will acquire larger and better facilities after January 1. They are successful in procuring efficient hands.

YAHN & McDONNELL'S BETTER BUSINESS

Friend Jones reports very satisfactory business for the week in their retail stores and are booking larger orders for the holiday trade.

Our attention was called to a new cigar they are featuring. It is a five-cent cigar made by Fry & Co., of Red Lion, Pa. We expressed some doubts as to its "make-up," when brother Jones opened one, revealing a perfectly honest-to-goodness prime, long filler, broad leaf wrap and Connecticut binder. It's a peach of a smoke, too.

G. H. P. CIGAR CO. GOING ALONG AS USUAL

Of course, "the usual" with "El Producto" means so far behind they are not making any promises on deliveries whatsoever. On one size alone they are ten weeks behind.

It is a significant and amazing item of note that the United States is being systematically and thoroughly covered in the matter of getting as nearly a complete distribution of "El Producto" as possible, which constitutes one big, cold bulwark of activity in the cigar game—something to reckon with.

TOPLITZ RETURNS FROM SUCCESSFUL WESTERN TRIP

Henry A. Toplitz, of the Pasbach-Voice Lithographing Co., Inc., has returned to his desk in Brooklyn, New York, after a very successful and pleasant trip through the Middle West, and wishes to extend his thanks to his many friends in appreciation of their many courtesies shown him while on this tour. Mr. Toplitz reports that he found conditions exceptionally good and that he not only thinks they will "hold their own" but that they will improve as time goes on.

Morris D. Neumann and Benjamin F. Loeb have returned from a very delightful automobile trip through the Poconos.

TAMPA

Tampa Mourns Loss of Salvador Rodriguez — World's Series Hinders Production — Santaella Ships Solid Carload of "Optimo"

Tampa, Fla., October 11, 1922.

IT BEHOOVES your correspondent to begin this letter by paying a tribute to the memory of Salvador Rodriguez, the grand old man of the Tampa cigar industry, who passed away Sunday, October first, at the home of his daughter, Mrs. W. C. Brown, at Norwich, Conn.

Mr. Rodriguez, the founder and builder of the famous "Charles the Great" brand of clear Havana cigars, was born in the province of Asturias, Spain, April 17, 1845, and at the age of 15 left for Cuba, where he learned the art of cigar making. In 1871 he moved to New York City, where he began the manufacture of cigars, and after 18 years came to Tampa and established the factory which bears his name. Since that time he divided his time between the factory and his New York office, which is now at 1600 Broadway, and in his long business career his name was the synonym of honorable and reliable dealing and quality in production. No man was higher in the esteem and respect of his colleagues, and at his departure from life he could well say with the Scriptures, "I have fought a good fight, I have finished my course, I have kept the faith."

The Cigar Manufacturers' Association, upon receipt of the sad news of the death of their beloved member, ordered by wire a handsome wreath of flowers to be placed on the grave, and in special session passed a resolution of condolence:

Another loss to the ranks of the cigar industry of Tampa is the death of Elmer C. Phillips at his home, 720 South Fielding Avenue, Tuesday morning at 4.30 o'clock, after an illness of very few days of pneumonia.

Mr. Phillips, a resident of Tampa for the past 17 years, has been connected with the cigar manufacturing firm of Corral-Wodiska Cigar Co., since the establishment of that concern in this city, and at the time of his death was secretary and office manager of the company, in which he also was a stockholder.

By his gentleness and affable manners he was liked among both the American and Latin people, who deplore his early demise. He is survived by his mother and one brother, Harry R. Phillips, of Minneapolis, Minn. Interment will be made today in Myrtle Hill Cemetery, attended by the Lodge of Eks of which he was a prominent member.

While the short life of the World's Series in New York may have brought grief to many besides the league owners, it certainly brought joy to the cigar manufacturers in this city. Both the daily newspapers operated electric scoreboards through the series, and each day the crowds contained a high percentage of cigarmakers, whose absence from the benches added to the total of unfilled orders. Naturally, the cigar manufacturers breathed a sigh of relief when the score of the game on Sunday was posted.

Angel Cuesta, Jr., demonstrated the alertness of his mind by installing the fine receiving set which he has in his home, in the factory. He installed a loud speaker so all could listen in and interpreters would translate the score and plays to those who do not speak English. A score board was also erected in the workrooms, and by this method he kept his full complement of cigarmakers at their benches while they received the news of the game, play by play, through the radio.

The Federal report of employment shows Tampa to be normal. The influx of cigarmakers from Cuba has relieved the help situation considerably and there are two more boats to arrive from Havana before the low fare is withdrawn.

There is activity apparent in all cigar factories. The clear Havana manufacturers have a healthy file of orders and among them many for the finer sizes. Every effort is being made to fill them as promptly as possible, working at top notch from daybreak to late in the evening.

At the factory of Val. M. Antuono the orders for the "C. H. S." are coming in at an astounding rate. The humidors are empty, as the cigars are shipped out as fast as is humanly possible. Val's new ten-cent cigar, "Dupont," has made an immediate hit with his jobbers, and his facilities are being taxed to meet the demand. Val himself is working from early morning until nightfall giving his personal attention to all departments.

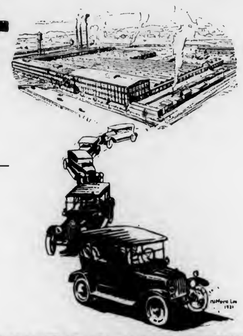
A solid carload containing 450,000 cigars was the size of the shipment made last Friday by A. Santaella & Co. to Ehrman Brothers Co., of San Francisco, who handles the "Optimo" brand in that territory. To this shipment, the largest single shipment of cigars of one brand made from Tampa for the last two years, another solid carload of cigars will be made this week to the National Grocery Company of Seattle, Wash.

José Perez, of Marcelino Perez & Co., will leave next Saturday for New Orleans, where he will attend the convention of the American Legion, and thence will go to Havana on business. With him will leave a party of about forty more Legionaires from Tampa, and it would be a safe bet to predict that Tampa shall be heard from at the Crescent City during the convention.

(*Continued on Page 19*)

DETROIT

Detroit Suffers Shortage of Skilled and Unskilled Labor—Willis Andruss Visits Detroit — Many Attractive Window Displays Now in Evidence—Airplane Races the Biggest Sporting Event Ever Pulled Off



Detroit, Michigan, October 10, 1922.

DETROIT'S working force of men and women showed an increase of 63,487 during the month of September. The factories are bidding for skilled and unskilled labor and overtime is the rule in most plants. The department of public works is employing an unusually large number of men on paving and sewers and the municipal street railway company is busy on track repairs. Building activities are developing to such an extent that a shortage of skilled building craftsmen is becoming apparent. The week's building totals $1,529,280. Contracts have been awarded for the first unit of a fourteen-story 400-room addition to the Tuller Hotel and excavation work is now under way.

Detroit's cigar manufacturers are experiencing a shortage of cigarmakers, packers, etc. Orders are piling up with the factories working at full speed, but are handicapped on production and can not reach their capacity on account of the existing shortage of female help. The cigar box manufacturers are experiencing the same difficulties regarding help and are working to full capacity and are behind on deliveries.

Retail cigar stores are reporting business to be very good and showing an increase, out-of-town visitors have been very numerous during the past month and conventions have been in order, which greatly helped the cigar business.

More than $1,600,000 of airplanes from aircraft factories and government plants were assembled for the national airplane races at Selfridge Field (Detroit), October 7 to 14, making them the greatest and at the same time the most expensive sporting event ever held in this country or abroad.

Kiwanians of Michigan invaded Saginaw on Wednesday, October 4, for the annual district conference, and a registration of nearly 500 was reached. Many of Detroit's leading business men who are members of the Kiwanis Club, attended. Representative J. W. Fordney was the principal speaker at the wind-up banquet. Detroit cigar and tobacco dealers were represented by Harry T. Bump, of J. L. Marcero & Co., wholesale, and R. E. ("Doc") Watkins, of the Watkins Cigar Stores Co., as the retail representative.

Charles Brooks Perkins, of C. B. Perkins & Co., "The Merchant Prince" of Boston, was a recent visitor to the City of Detroit, and enjoyed his usual good business from our clubs and leading retailers, who feature imported cigars.

J. E. Riordan (Grosvenor, Nicholas & Co., Inc.) called on the retail trade here last week and reported a very satisfactory business on his lines and left the city with some nice business tucked away in his order book.

Willis A. Andruss (Congress Cigar Co.), "La Palina" cigars, made the rounds of Detroit last week, calling on his distributor and looking over retail conditions. Willis says "La Palina" cigars are growing in popular favor in every section of the country and that their factories can not supply the demand.

Claude E. Turner (Salvador Rodriguez), of "Charles The Great" fame, was in our midst a few days last week, but made his visit shorter than usual, as he had to return home to see Miss Turner.

T. C. Connor (Teijeiro & Garcia) called on the trade here last week, showing his line of clear Havana cigars, and reports business very good over the territory covered.

Harry Bassett (Mi Lola Cigar Co.), Milwaukee, Wis., has returned to Detroit from a tour of the State in the interests of "Mi Lola" cigars. While in Grand Rapids Harry made arrangements with the Llewellyn Grocery Company for the distribution of "Mi Lola" cigars, in Grand Rapids and adjacent territory.

Manuel Fernandez (Manuel Fernandez Cigar Co.), Jacksonville, Fla., called on the retail trade here last week and reports good business.

Joseph Banker (M. Sacks & Co.), "Armas Del Casa" cigars, has been with us for a few days, booking some nice business for the holiday trade.

W. D. Walker (S. S. Pierce & Co.), Boston, Mass., called on Detroit's leading retailers and clubs last week in the interest of imported cigars, and as usual left the city with some fat orders for holiday goods.

"Mi Favorita" cigars (Park & Tilford) are being shown with a very attractive window display at Bert Johnson's stand in the McMillan store, this brand is a very active seller and very popular with Detroit smokers.

The Watkins Cigar Co. have secured the lease for the cigar stand in the new Stroh Building on Adams Avenue, and will open up as soon as the special fixtures are installed. The stand will be under the management of Fred ("Lightnin'") Bratt, who has been associated with the Watkins Co. for several years, and is a wide-awake man behind the counter. Fred will feature all the private brands that are controlled by the company as well as all the local brands.

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NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE Federal Trade Commission has issued a formal complaint against nine wholesale tobacco dealers in Chattanooga, Tennessee, charging them with unfair methods of competition in the maintenance of retail prices. The concerns are alleged to have entered into agreements among themselves to fix uniform prices at which their products shall be resold. The concerns named in the complaint are: Trigg, Dabbs and Company; Stagmaier and Company; J. M. Trotter, T. O. Trotter, W. H. Trotter, and D. A. Landress, partners trading as Trotter Brothers and Company; Merchants Grocery Company; Fox Brothers Company; Handly-Meek Company; Chaney-Scott Cigar Company, Inc.; David R. Weill, and R. H. Streeter, partners trading as D. R. Weill Company; and W. H. Couch and W. O. Couch, partners trading as Kelly Cigar and Tobacco Company.

The respondents are given thirty days in which to file an answer to the charges with the commission.

A campaign for removal of all war excise tax laws will be undertaken when Congress reconvenes, the National Automobile Chamber of Commerce having taken the first step in this direction by sending letters to various members of Congress asking them to work for the removal of taxes. It is pointed out that while in some instances the amount of tax was reduced by the 1921 law and in other cases the tax was entirely removed, there are still a number of excise taxes which it is claimed are hampering business.

Among the taxes which the National Automobile Chamber of Commerce seeks to have removed are those on cigar and cigarette accessories. It is pointed out by the Chamber that the desire of Congress to repeal discriminatory war excise taxes is definitely indicated in amending the 1918 tax law by removing such taxes on some articles and reducing them on others. In no case, it is asserted, did Congress increase such taxes or add new ones. It is pointed out, however, that the taxes alleviated or removed were chiefly on those articles which are considered more or less luxuries, such as chewing gum, furs, perfumes and toilet waters, and it is claimed that the taxes left in many instances affect things which are of more necessary character, such as automobiles, trunks, etc.

An effort will be made to get other national organizations of various industries to take up the move so that when Congress reconvenes for the short session it may be confronted by a great mass of data showing how industry would benefit from the removal of such taxes.

The distribution of about $750,000,000 anticipated Government receipts during the fiscal year 1923-24, among four departments of the Government, is now being made tentatively by the House Appropriations Committee. Something over $1,250,000,000 will be left for later apportionment. This work is being done to facilitate action by the House on the great supply bills of the Government during the Winter session of Congress which will come to an end by constitutional requirement March 4 next.

Departments of Government selected for this four-handed work are the War, Navy, Treasury and Commerce. Chairman Madden and his committee colleagues decided to make their start on these supply bills because it is not expected that Congress will legislate at the Winter session affecting either of them, leaving their financial needs known and certain for the coming year. Distribution to each of them is being made now on the basis of existing needs, but each supply bill is being left open for consideration item by item by the committee in charge when it shall resume session on November 10 in advance of the meeting of Congress.

It has been decided by Administration and Congressional leaders that there shall be no expansion of Government activities demanding large expenditures of Government funds during the next fiscal year. It is claimed that the financial condition of the National Treasury will not justify any expansion. Recommendations of President Harding for the exercise of the most rigid economies will be carried out by Congress.

The Treasury and Commerce Departments present no complicated demands to be financed during the next fiscal year. The Treasury has its fixed needs, which must be taken care of adequately, while the expansions sought by the Department of Commerce could be authorized by Congress without entailing a considerable drain on the national purse. For the most part the Department of Commerce is asking additional money to enable it to promote both domestic and foreign trade, and with this object the Congress is in complete accord. The only question raised is to what extent money should be given for the purpose in view of the lack of funds.

Congress leaders have decided that for the next year Government expenditures shall be held around the $2,000,000,000 mark. Of this sum more than $1,000,000,000 will be needed to pay the interest on the public debt, leaving about $1,000,000,000 with which to run the Government. Before the World War Congress had reached the $1,000,000,000 a year limit in expenditures for Government and the drive is on by the administration to get back to pre-war expenditures. With this thought in mind the Congress adjusted taxes. It is expected to derive from the income and internal taxes something over $1,000,000,000, from the tariff customs duties about $500,000,000, and the other $500,000,000 must be made up from miscellaneous receipts by the Government and from the forced sale of surplus war stocks and war properties.

President Harding is expected before the end of the present month to announce whether he will convene Congress in extraordinary session November 15 to begin its Winter work. Some time ago the President indicated he might take such a step to insure consideration of his proposed legislation for the granting of a subsidy to the American merchant marine.

The Interstate Commerce Commission has postponed until November 20 the investigation of express rates which was to be started on October 30. General hearings will be conducted by the Commission on the subject of the rates with a view to determining whether or not it would be advisable at this time for the Commission to authorize a general reduction in express rates all over the country. Shippers have brought attention to the fact that freight rates were reduced considerably last July and that conditions in the express service warrant a similar reduction there. Whether or not the Commission will reduce the rates in the face of recent strikes, higher maintenance costs, etc., is problematical.

Arguments of the tobacco industry in favor of the issuance of mileage books, as contemplated by a law enacted by Congress shortly before adjournment, were bulked with those of a number of other industries and submitted to the Interstate Commerce Commission at a hearing held late in September by David K. Clink, treasurer and chairman of the Railroad Committee of the International Federation of Commercial Travelers' Organizations, and Aaron M. Loeb, president of the National Council of Traveling Men's Associations.

Before the hearings were held a questionnaire was sent out to the various trades with reference to certain questions connected with the issuance of mileage or scrip coupon tickets. The results of the in-

(*Continued on Page 16*)

SMYRNA TOBACCO CROP SUFFERED SERIOUS DAMAGE

According to the regular weekly commerce report of the U. S. Department of Commerce, dated October 2, the loss on the 1921 crop of tobacco destroyed by fire at Smyrna is estimated at $10,000,000, and the price of tobacco will consequently be much higher than formerly.

DUSEL, GOODLOE & CO. TAKES ON "FORT McKINLEY."

Dusel, Goodloe & Co., the widely known importing and distributing house of standard brands of cigars, located at 112-114 North Seventh Street, Philadelphia, Pa., with a branch at Atlantic City, N. J., are the exclusive importers and distributors of the "Fort McKinley" brand, made by The Manila Commercial Company, Inc., Manila P. I., Cigar Factory A-4-331, for the States of Pennsylvania, New Jersey, Delaware, Maryland, and The District of Columbia. In addition to the "Fort McKinley" brand Dusel, Goodloe & Co., also distribute "La Yebana," "Las Palmas" and "Zulma," made by the same company.

This distributor has previously handled brands from various Manila factories, but since they are specializing in the products made by The Manila Commercial Company, Inc., they have had an enormous increase in business and have firmly established these brands in their territory.

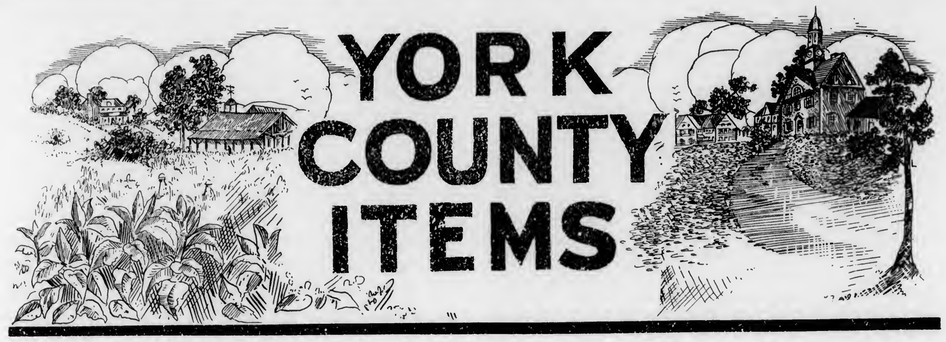
LESS TOBACCO PRODUCED IN GREECE IN 1922

Due to the satisfactory prices which obtained in the tobacco market in Greece for the crop of 1921, efforts were made to increase the tobacco crop of 1922 by approximately 30 per cent. over the preceding year, but the seed beds suffered from unseasonable weather in the early spring, and in the western and southern districts of Greece the rainfall was insufficient to make it seasonable for transplanting. Therefore, the crop of 1922 in the southern districts, including the Ægean Sea Islands, where the medium and common types are produced, is estimated to be 40 per cent. below the production of 1921, though in northern Greece it is normal in both quality and quantity. The total production of tobacco for 1922 is estimated at 46,556,000 pounds, as compared with 63,777,000 pounds in 1921.

Total exports of tobacco from the Cavalla district for the calendar year 1921 were 13,273,000 pounds, the United States taking 6,412,000 pounds and Germany 2,839,000 pounds. Italy and the Netherlands each imported a little over 1,000,000 pounds.

For the year April 1, 1921, to March 31, 1922, there were exported through the port of Saloniki 5,077,000 pounds of tobacco, of which 1,375,000 pounds went to Germany, 1,175,000 to Italy, and 914,000 to the United States. In the first three months of 1922, the total amount of tobacco exported from Cavalla was 8,672,000 pounds, more than one-half of which was shipped to the United States. Italy received the next largest quantity or 2,315,000 pounds, Germany 750,000 pounds, and Great Britain 470,000 pounds.

The good quality of Macedonian tobacco, the short production in southern Greece, the depletion of the stock, and the depreciation of the Greek currency are all factors which should prove favorable to the foreign investor.



York, Pa., October 11, 1922.

YORK County has had its annual fair—and as usual, it has again broken its own record, as being the biggest show ever given—On "big Thursday" it had an attendance of more than 125,000. The midway was one jam of people—and with the hot, dry and dusty condition of everything—it was far from pleasant.

S. L. Etter & Son, N. George Street, jobbers, had a large and attractive booth on the mid-way where he was kept very busy serving "Aristocrat" cigars—a large globe on top of the stand—advertising "The Aristocrat 10 cents best cigar in the world."

J. G. Bergdoll Cigar Co. also has a booth where they were selling many of the "York Imperial" cigars—or also "Keen Kutter" 5 cents cigars.

The cigar and tobacco fraternity was out in full force—and in spite of the fact that most factories are way behind on orders, no use trying to hold the cigar makers on Thursday and Friday of Fair week—they simply will not miss the fair. Several out-of-town cigar buyers happened in town on those days, and found it useless to visit the factories, nobody home.

William Stroop, Ohio packer of Dayton, Ohio, was calling on York County manufacturers.

Mr. Bretzfelder—of The Bretzfelder Cigar Co., Dayton, Ohio, was calling on York County manufacturers, and picking up what few surplus cigars that he could purchase—the day is past when one could run out into the country factories and pick up several million cigars,—at one's own price—today to cigars are not here—and in face of the present wage rates—a manufacturer would be a "nut" indeed to give his cigars away.

Birchard Hannigan—East Prospect Cigar Co.—is a very busy man these days—and as we heard him say the other day to a cigar buyer that he was hopelessly oversold until after the holidays—and could not do justice to more new accounts—We are going to try to elect Birchard for State Assembly in November—his friends are many among the cigars and tobacco men of this district and, there is no reason why Birchard shouldn't go to Harrisburg with a nice majority.

W. H. Snyder & Sons, Windsor, are oversold on "Country Club" 5 cents cigar—this cigar is taking the lead—as well as "Pollyana"—also a nickle cigar. Billie says the only complaint he has to make—is that he is kept so close trying to get out the goods—that he gets not time to see how the bass are biting—and he certainly does like to fish.

Belvedere Tobacco Co.—Boundary and Court Avenues—report business good with them,—Mr. Lukacher of this firm is putting up a fine new structure 48x56 feet—Three floors and basement, which will give them some much needed additional space.

C. E. Bair & Sons—Headquarters at Harrisburg—at the Goldsboro factory where we called today—Charlie stated that they were exceedingly busy on their "Aristocrat" 10 cents cigar, as well as on their "Even Steven" and "General Hartranft"—these latter named brands going to the trade at 2 for 15 cents and are making new records where class B cigars are handled. The Bair boys are all full-fledged manufacturers of quality cigars and each one of them know the business from A to Z.

Earle Cigar Co.—244 South George Street—are busy on their brand "La Vaneta," corna size 10 cents straight cigar—could use more cigar makers.

Pennsylvania Tobacco Co.—North George St.—report business good and that they are well satisfied with amount of sales they are making.

J. L. Herz of the Gilt-Edge Leaf Tobacco Co., this city, is the Pennsylvania representative of the Shaw Tobacco Co located in Quincy, Florida, who have grown and packed Florida and Georgia tobacco for twnety-five years. Mr. Herz reports having done quite some business on the 1922 wrappers and he reports that the trade to whom he has sold the first primings, are delighted with the burn, quality and yield of this new tobacco. The trade has sent in repeat orders and judging by the way the cigar manufacturers are taking to the new crop there will be some big business done in this first district by the Shaw firm who say, too, that their packing this year will excel any they have packed in the last five years.

C. H. Plitt Cigar Co—109 South Cherry Avenue—report good business—their "Casilda" 10 cents and 2 for 25 cents sizes are selling well. This firm also manufacture the Judge Shepard 8 cents cigar—an old-time favorite—this brand is half imported Havana filler with a Connecticut shade grown wrapper—a cigar of merit. They also make the "Twentieth Century" Cigar—a brand that has been on the market for nearly a half century. It is well known in Washington, D. C. where it has many friends.

Celestino-Costello Co., makers of the "Round-up" cigar—(a large Corona size, which goes to the consumer at 5 cents straight)—are increasing their production as rapidly as possible, but are hard put to supply the demands of their distributors.

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Philippine Tobacco

IT BURNS FREELY
IT IS VERY MILD
IT BLENDS WITH THE BEST

The American Smoker

is fast acquiring a taste for tobacco grown in the Cagayan Valley, Philippine Islands, one of the few Great Cigar Leaf Tobacco producing districts of the World. - - -

Philippine Leaf,

stripped and booked, is coming to the United States market in quantities

Information on request

MANILA AD. AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET, - - - NEW YORK

News from Congress

(*Continued from Page 13*)

quiry were included in the data furnished to Mr. Loeb by the tobacco industry. Briefly, the trade feels that it would be best that scrip coupon books only should be issued. In the issuance of such books it is believed that a reduction of 33 1/3 per cent. from the present rates of fare would be just and reasonable, it being pointed out that at this rate the books would become instantly popular, and would effect a substantial increase in the amount of travel by the employment of additional salesmen or the re-employment of those who have been laid off by the high cost of traveling. In addition, the railroads would benefit by the resultant freight carried by the many additional traveling salesmen who would be put on the road by the business houses of the country in response to this reduction and by the freight which would result from the increased business.

"The traveling salesman is one of the most important factors, if not the most important factor, in the distribution of the great bulk of products of the nation's industries," the commission was told. "Upon his activity depends very largely the economical functioning of our manufacturing and mercantile interests, and it must be remembered that they in turn, through the stimulation of new business, will be in a position to give employment to vast numbers of workers throughout the country; and it must not be forgotten that one of the outstanding reasons why the railroads have been suffering a decrease in passenger miles is the fact that a large percentage of the people of our country have been out of employment and unable to enjoy the opportunity of ordinary travel both because of their unemployment and because of the unreasonably high cost of travel."

It was recommended that the scrip coupon tickets be issued in denominations of $100 gross, to be sold to the traveling men for $66.67. It was suggested that the scrip tickets should be good for passage by the original purchaser for one year from date of purchase, with adequate provision for redemption of unused portions. It was urged that the tickets be made non-transferable.

"In summing up the situation," declared Mr. Clink in behalf of the travelers, "business, which includes the carriers, requires a stimulant, and the carriers, no doubt appreciative of that fact as brought home to them from a sadly diminished revenue in their passenger department, have sought to apply the remedy by a radical reduction in passenger rates to far-off points, summer and winter resorts, which no doubt had the desired effect to a limited extent. The carriers, imbued with the idea that the commercial traveler was a dependable, fixed and reliable revenue producer by virtue of his calling and in consequence entitled to no consideration but subject to any extortionate rate imposed upon them, seemed to forget that the commercial traveler had been able, up to the beginning of the World War, to purchase mileage books, interchangeable and otherwise at reduced rates. They appear to have overlooked or ignored the fact that excessive rates exacted were driving thousands of commercial travelers, particularly those selling on commission, into idleness, the employers of those on a fixed salary reduced to the lowest minimum their selling forces and many employers have supplied their traveling men with automobiles in an effort to escape excessive railroad fare as a matter of economy.

"A reduction in rates would re-employ thousands now idle and add additional thousands to the ranks of the traveling fraternity. The commercial traveler and employers ask for no special privileges, nor do they expect something for nothing. They do expect and should receive consideration commensurate with their enormous patronage, their indispensable activities of lasting benefit to the nation and its people."

Witnesses for the railroads estimated that the carriers would be burdened with an additional accounting expense of $1,680,000 per annum if the reduced rate mileage or scrip books were placed in effect. It was declared that if the scrip became popular the carriers would find themselves back fifty years, when there were no ticket offices to speak of, and conductors collected the passenger revenues for the carriers. They do not believe that a reduction in fare by this means would have the effect of restoring to the rail carriers any considerable volume of the traffic formerly handled, declaring that the inroads of motor bus lines and privately owned automobiles is permanent. It is believed by the railroads that the losses from these causes will undoubtedly continue to grow because of the vast amount of money now being expended in every State of the Union in the improvement of public roads.

1922 PRODUCTION OF CUBAN TOBACCO LESS THAN 1921

The estimated production of tobacco for 1922 shows quite a decrease as compared with 1921, according to a cable received from Consul General Carlton B. Hurst at Havana, Cuba. The production for 1922 for all districts is estimated to be 304,000 bales, though in 1921 the total production was approximately 355,000 bales.

The estimated production for 1922 by district is as follows: Partido, 38,000 bales; Semi-Vuelta, 10,000 bales; Vuelta Abajo, 100,000 bales; Matanzas and Oriente, 6,000 bales, and Santa Clara, 150,000 bales; as compared with the approximate production in 1921 of 50,000 bales in the Partidos; 15,000 bales in the Semi-Vuelta; 10,000 bales in the Matanzas and Oriente; 120,000 bales in the Vuelta Abajo, and 160,000 bales in the Santa Clara districts.

The 1921 and 1922 crops were 50 per cent. and 57 per cent. respectively, below the 1920 crop, which consisted of approximately 700,000 bales.

At the present time there is an estimated stock in Cuba of about 300,000 bales, as compared with approximately 450,000 bales at the same period last year, which included 115,000 bales of the 1920 crop.

DEMUTH PIPES IN THE SOUTH

Max Guiraud's Tobacco Shop in New Orleans is meeting with excellent success on Milanos, which they have recently taken on, and these pipes are becoming very popular all along the southern coast.

CIGARS AT $2 A PIECE IN CLEVELAND

A box of cigars sold at the Connersville Kiwanis Club meeting recently in Cleveland, Ohio, but this box was sold at auction and the proceeds were turned over as the first donation to the fund being gathered in for Child Welfare Week.

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY

IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS

220 ELEVENTH AVE., ∴ NEW YORK CITY

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

"PLEASE don't publish my name," he writes, "and find enclosed a slogan, which is my contribution to the good cause." The slogan reads: "SMOKE FROM YOUR CHIMNEY SHOWS YOU ARE STEAMING UP."

We will respect his wish, and refrain from printing his name, merely stating that he writes from Tampa, Florida.

Let me repeat this invitation to get in the slogan game. Think out one or more and send them in. You will find it very interesting, and what more, that it will help your business. The way it will help your business is this:

Read the slogans in this department; copy them in a book; select the good ones which will happily strike the popular fancy; have your sign writer sketch neat and catchy placards, one slogan on one placard; then from time to time put them in your window. Sometimes you can put a number in, sometimes only one. These bright ideas displayed in your window will worm into the brains of many passersby, they will make your store distinctive and incline folks to buy off you.

Of course you will be interested without sending in a slogan, but your interest will be doubled and you will be helping push a good thing along to send in a child of your brain, even though it is just a common, garden-variety kind.

Don't forget that "business is an extension of the man." Which means, if you want a good business you must be a good businessman.

And what will make a good businessman?

Why, Business Knowledge, Business Ideas, and the putting of them in practice.

There it is in a nutshell, and it is the sure thing.

And how will you get business knowledge and business ideas? By reading, by talking, by thinking. And of these three the most important is reading.

Read, therefore, Friend Clerk and Friend Dealer. Read much, select your reading with care, and read with concentrated mind.

The most important part of your reading is your trade papers. Don't merely read them—study them, and write down in a notebook the gems you read. The next important is some good business magazine, next are good business books, and next general reading which will widen your horizon.

The above gives you hints which are the rungs of a ladder that will enable you to climb to a desirable success.

If you should concentrate your advertising on one medium, and should ask me what that medium should be, I would take time to think it over—about one second of time—and then would answer right out loud in a confident tone of voice—"WINDOW DISPLAY."

And furthermore, I wouldn't waste a word trying to get you to use other mediums. For when you make Window Display you kill two birds with one stone. You hire two men with one salary, *viz:* an advertising man and a salesman.

And then, to cap the climax, you don't have to pay any salary. That's going some, ain't it?

It is true all the same, and any dealer who gets it in his head so hard that he becomes a leetle nutty on Window Display is headed for a bigger business, a bigger store, and money in two banks.

Sure thing!

A department store I could name sold fifty hats in two days, from a Window Display, at ten plunks per hat. Another department store sold 1700 55-cent neckties in three days from a Window Display. A drug store made an attractive display with price placards, of coffee percolators, and sold 70 the first day. Another drug store sold 1200 hair nets to ladies by a window display of one week.

If some one should tell you there was a gold mine in your front yard you would be making warts on your hands with pick and shovel. Well, there is a gold mine in your show window. Why not work it?

The next time you visit the shore, or any place where men practice the "comfort first" policy, just note how they take comfort in their jimmy pipes in preference to the more aristocratic cigar. On the Boardwalk, to be sure, you may see them, gorgeously appareled, walking haughtily, with cigar a-tip; but when pottering around their cottages, or fishing in the bay, it is the "old clo's and the jimmy pipe for them."

Read the following, clipped from a newspaper, regarding the occupant of the White House:

In his office Mr. Harding used to smoke cigarettes and offer them to visitors. Now he smokes a pipe and finds it the only smoke he really enjoys. He keeps a big, polished wooden cask on his desk full of tobacco. He tries not to smoke before lunch, as so many others have vainly tried, but when big problems press or the cares of State weigh heavily upon him, he suspends the discipline of his resolution and finds solace, and comfort, and assistance in the soothing fragrance of the leaf.

(*Continued on Page 23*)

Tampa Letter

(*Continued from Page 10*)

Fred Davis, of the New York-Tampa Cigar Co., left for the North on Saturday night after a brief visit.

Harry Roberts, of J. W. Roberts & Son, is at present in Havana visiting the leaf market. He will probably be gone another week.

E. W. Lilienfield, from the headquarters in Chicago, has come to make a visit to the factory of José Escalante Co., and will remain here for about a week or ten days. He is very well pleased with the way business is coming for the "Corina" brand.

Both Messrs. Lozano and Foley, of F. Lozano Sons & Co., were feeling very much gratified with the tone and volume of orders they received so far for their fine sizes, and expect to close the year in great shape.

Frank Diaz, of V. Guerra Diaz & Co., is another manufacturer well contented with his share of business; his only regret is not to have enough cigarmakers of the class he needs to match those at work making cigars for "La Mega," his leading clear Havana brand made in bond.

Manuel Corral, prominent cigar manufacturer, and Emilio Suarez, well known leaf dealer, arrived last Sunday from Spain, via Havana, in the P. & O. Steamship "Cuba," returning from a vacation in the old country. They have been lucky enough in just missing taking passage on the ill-fated steamship "Hammonia," that was lost 60 miles from the port of Vigo, Spain, with a loss of many lives, and their hosts of friends are rejoiced at their safe arrival.

A valuable addition to the cigar factories of Tampa is the one of José Gonzalez Co., formerly located at Fort Myers, which will begin operation next Monday with a force of one hundred hands, in the three-story brick building used in the past by Calixto Lopez & Co. in West Tampa. Mr. Gonzalez has been busy here making the necessary arrangements, and Veteran Edward Wodiska is impatiently waiting for the factory to start to be able to fill the orders he has accumulated.

Ben Cosio, of the "El Sidelo" branch of the Consolidated Cigar Corporation, leaves on Sunday for a brief visit to the Key West factory.

VERITAS.

"LAS VEGAS" IN INDIANAPOLIS

In Indianapolis "Las Vegas" cigars are distributed by The Louis G. Deschler Co., and many fine window displays are seen about the city.

York County Items

(*Continued from Page 14*)

W. U. Blessing & Co.—Hallam, Pa.—report that they are receiving some nice orders for their "Gold Cup" cigar—this is a new brand selling at 5 cents—a long filler—full perfecto shape—it is taking well with the trade.

JAY BEE.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owner—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this 29th day of September, 1922.
W. KING ALLEN,
(Seal) Notary Public.
My commission expires January 17, 1925.

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

The whole secret of the popularity of Bayuk Cigars is Quality and the popularity of these brands makes their low price possible.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette St., Phone Franklin 3166

AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK PRODUCTS
A CIGAR FOR EVERY TASTE HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
HAVANA RIBBON
MAPACUBA
PRINCE HAMLET
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING
THE CRITERION OF QUALITY

PRINCE HAMLET MAPACUBA
PHILADELPHIA HAND MADE
HAVANA RIBBON
CHARLES THOMSON

Detroit News

(*Continued from Page 11*)

L. Altman (M. Rodriguez & Co.), New York City, was a recent visitor to the City of Detroit, and reports a very satisfactory business all along the route covered.

Art Fields, of the Great Lakes Cigar Manufacturing Co., has returned from a trip through the State in the interest of "T-R" cigars, and has closed with the Blackney Cigar Company of Saginaw for the distribution of "T-R" cigars, in various parts of the State covered by this company.

Joe M. Gans, of Gans Brothers, New York, N. Y., called on the trade here last week and reported a very satisfactory business in his line, and as usual left with the order book filled with Christmas business.

Geo. W. Stocking (Marcelino Perez & Co.), "Tuval" cigars, made the rounds of the city last week, with his headquarters at Bert Johnson's, where "Tuval" cigars are featured in many sizes. This famous clear Havana brand is Bert's leading seller and is very popular with the Detroit smokers.

"Bottles won't be the only empty things in the basement this winter."

Al Korn, of the St. Regis Cigar Company, paid his respects to the City of Detroit last week and signed THE TOBACCO WORLD register at Bert Johnson's.

Hi Hammer (Corral, Wodiskay, & Co.), "Bering" and "Regreso" cigars, was in the city last week looking over the trade and booking many fine orders on his brands for the holiday trade.

Harrison Johnson, Caguas, P. R., grower and packer of Porto Rican tobacco, called on the manufacturing trade here last week.

Harry Dalton (Morgan Cigar Co.), "Juan de Fuca" cigars, has been with us for a few days, looking over conditions regarding his brand.

J. F. Anderson (Celestino Vega & Co.), "La Venga" cigars, signed THE TOBACCO WORLD register this week and reports a very good business here on "La Venga," which are popular with Detroit smokers.

Irving J. Hahn (R. Steinecke Co., Inc.), New York, N. Y., "Aresco" and "Primanoos" cigars, has been sojourning in the city for a few days and picked up some fine orders on the "exclusive mild Havana cigars" before departing for the east.

V. D. Zeve, sales manager of the El Moro Cigar Manufacturing Company, has returned from a trip of several weeks through the State in the interest of "El Moro" cigars. Mr. Zeve, informs me that "El Moro" cigars are repeating in every section where they have been placed. While on this trip Mr. Zeve closed with O. P. DeWitt, St. Johns; Francis Jeroch, Muskegon, and the Warner Cigar Co., Benton Harbor, for the distribution of "El Moro" cigars in their various territories.

Elmer Eppstein (Frank P. Lewis Cigar Co.), "Emerson," "The Aristocrat of Cigars," has been with us for a few days making the rounds of the city with B. L. Howes, of the Howes-Shoemaker Co., local distributors of the "Emerson" cigars.

Charles Fee (M. F. Minden Co., Inc.) has returned to the city after an absence of several weeks, during which time Charles has made the trip to the coast on

(*Continued on Page 22*)

St. Louis Notes

October 10, 1922.

THE retail tobacco trade reports that business is improving, one of their principal difficulties being to get 10-cent cigars to fill the demand. Reports of shortage of tobacco manufacturers continue, until it is becoming a pretty serious handicap in all parts of the country.

Mr. Harry Mitchel, of the Belinda Cigar Company of Tampa, Florida, is a St. Louis visitor, calling on the trade.

Miles W. Blaine, with headquarters in Chicago, representing the Rameses cigarette, manufactured in Philadelphia, is placing orders with St. Louis trade.

Frank B. Ahrenhoerster, Jr., of the Wiedmann-St. Louis Cigar Box Company, left Saturday night for Detroit, where he has made connections with the American Box Supply Company. Mr. Ahrenhoerster carries the good wishes of all the manufacturers in this territory for success in his new undertaking.

W. H. Hinn, of the E. J. Wilkins & Co., Gloversville, N. Y., manufacturers of cigar and cigarette cases, is calling on St. Louis trade.

Herbert W. Schloss, representing the E. M. Frank & Co, manufacturers of pipes, New York City, is a St. Louis visitor on business.

Mr. Lowenhaupt, of the Moss & Lowenhaupt Cigar Co., jobbers of high class cigars, is on a belated vacation of a few weeks. During his absence they are remodelling their cigar store at 723 Olive Street.

The cigar stand in the Century Building, operated by Scruggs, Vandervoort & Barney, is carrying a special sale on "Flor de Leon" cigars, manufactured by Leon S. Boucher, of Joplin, Mo. The sale is progressing very rapidly, and the cigar is meeting with great favor.

As Scroogs, Vandervoort & Barney are increasing their help in their cigar department, this would indicate a favorable increase in business.

Ludwig Lasker, of the Perfecto Garcia & Co., Tampa, Florida, is being favored with a nice lot of cigar orders.

Another St. Louis visitor from Tampa, Fla., is William C. Rosenfeld, representing the "Charles the Great" cigar, which is especially featured by the Chas. P. Stanley Cigar Co.

Ralph Stanley, in the Carleton Building, who recently opened a cigar stand, reports business building up at a highly satisfactory rate.

Fred Suss, of Furgatch Cigar Co., New York City, is calling on St. Louis trade.

Arthur G. Wiedmann, of the Wiedmann St. Louis Cigar Box Company, was a recent visitor in Chicago, attending the convention of the Western Cigar Box Manufacturers' Association. Mr. Wiedmann has now returned to Kansas City, his home, but expects to be back in St. Louis shortly.

NOVICIO.

P-V REPRESENTATIVE IN SAN FRANCISCO

Franklin B. Pollock, Pacific Coast representative for Pasbach-Voice Lithographing Co., Inc., has arrived in San Franrisco and will occupy the same offices as the former representative of this company, at 227 Clunie Building, 519 California Street.

Detroit News

(*Continued from Page 20*)

both business and pleasure bent. Mr. Fee, was accompanied on the trip by his wife and daughter.

Herbert Weil, vice-president of the Consolidated Cigar Corporation, was a recent visitor to the city of Detroit.

Herbert V. Mesick, Middle West representative of Cuesta, Rey & Co., Tampa, Fla., called on the trade here last week and booked many fine orders for the holiday rush.

Samuel N. Zinberg, of the House of Comoy, Inc., London and New York, was a recent visitor to our city and reports a very satisfactory business on his line of pipes all through the territory covered.

H. A. McCrary (San Martin & Leon), Tampa, Fla., signed the TOBACCO WORLD register at Bert Johnson's last week.

Dale Dean & Company, Inc., Denver, Col., have taken on "Las Vegas" cigars, F. Vega & Co., for distribution in Denver and vicinity.

G. D. Nussbaum (Berriman Brothers), Tampa, Fla., called on the retail trade here this week and reported a very satisfactory business before departing for the West.

Thos. H. McMinn, formerly with the M. G. Soper Cigar Store, has accepted a position with J. S. Capen and will have charge of the stand in the Penobscot Building.

Harvey Vreeland (Benson & Hedges) called on the Detroit clubs and leading retailers here last week, showing an attractive line of Christmas packings and introducing the new "English Grey" cigarettes, originally made in London.

E. A. Kline, of E. A. Kline & Co., New York, N. Y., "Medalist" cigars, was a recent visitor to the city of Detroit.

Many unusual and attractive window displays are to be seen all over the city this week, and some that are worthy of mention are, *viz.:* "Webster," "Horse Heads," "El Producto," "Optimo," "El Javana," "Swift," "Prince Hamlet," "Dutch Masters," "La Palina," "Chancellor," "Roi-Tan," "Planco," "Las Vegas," "Robert Emmet," "Emerson," "Map-a-Cuba" and numerous others.

The fall season is the time of the year to plan your winter schedule, so do not forget to send in your subscription for the TOBACCO WORLD, as it is very necessary to have an up-to-date trade paper to keep posted on the tobacco industry.

Yours,

Mike of Detroit

LANCASTER LEAF IN LIVELY DEMAND

Buyers daily are securing packings of all sizes of Lancaster County leaf, according to reports from this section, and prices so far have been well maintained.

EXTRA DIVIDEND FOR UNITED STOCKHOLDERS

An extra dividend of $1 a share has been declared by the United Cigar Stores Co. on the common stock, payable December 1.

Business Building

(*Continued from Page 18*)

On a hot day he wears the conventional Washington summer dress—Palm Beach clothes, no waistcoat, linen or white shoes, a low, soft collar. He carries three or four thin cigars in his upper outside breast pocket. Thus attired, and comfortably disposed in his office, with a pipe in his mouth, he has apaprently not a care in the world.

He knows that mistakes have been made. He does not attempt to shift, apportion or place the blame. He does not find fault. He does the best he can and retains his complacency and peace of mind.

Speaking again of pipes, the French newspaper, *Le Sifflet,* printed the following recently about Marshal Foch.

After the war was won the marshal was dining with M. Poincare, the Prime Minister of France. After dinner the Prime Minister said: "Pray smoke your pipe if you prefer, Marshal." The soldier pulled out a beautiful case containing two handsome pipes. As he gazed upon their beauty he remarked that they were given him by a group of American artists.

"Have you been smoking a pipe for long?" asked Poincare.

"My first pipe was on July 18, 1918."

"The very day you began the offensive that led to victory!" exclaimed Poincare.

"Yes, the cigarettes were fearful at the time, so I took to the pipe, like everybody else."

The above is a very pretty and interesting little story, but I have it from indubitable authority that when Marshal Foch is "at ease" and wishes to relax and be really happy, he gives his *beautiful* pipes the absent treatment and turns for solace and comfort to his old jimmy pipe—his tried and trusted friend.

T. M. A. CONVENTION AGAIN POSTPONED

The National Convention which the Tobacco Merchants' Association planned to hold in the Hotel Willard, Washington, D. C., last spring, and which was postponed until this fall on account of the fire in the hotel, has again been postponed until some time in the spring of 1923.

F. T. C. STILL AFTER TOBACCO COMPANIES

The monthly report of the Federal Trade Commission shows the speed with which complaints are disposed of by this Commission.

On September 1 the Commission had 540 applications for complaints pending; during the month thirty-two new applications were received and thirteen were disposed of, leaving 559 on hand October 1, or an increase of nineteen.

Of the thirteen disposed of in September, two were dismissed and formal complaints were served on the other eleven. Out of the eleven formal complaints served, seven were for resale price maintenance against companies manufacturing tobacco products.

This Stamp Will Tell You

the exact source of growth of your tobacco purchased as Porto Rican.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

The Stamp Guarantee Act—a legislative measure—requires that every package of tobacco, whether in the leaf or manufactured, for domestic use in Porto Rico or exported, shall display a different colored stamp designating its origin—

WHITE—if the tobacco is of genuine Porto Rican growth;

PINK—when it is a product of a foreign soil;

BLUE—in case of a mixture of Porto Rican tobacco with that of other countries.

Such classifications will protect you against fraud and adulteration. It is an assurance of the quality purchased for your requirements. Always look for the stamp on your barrels and bales.

For other information, write or call

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

J. F. VAZQUEZ, Agent

126 Maiden Lane - - - New York

Telephone, John 1379

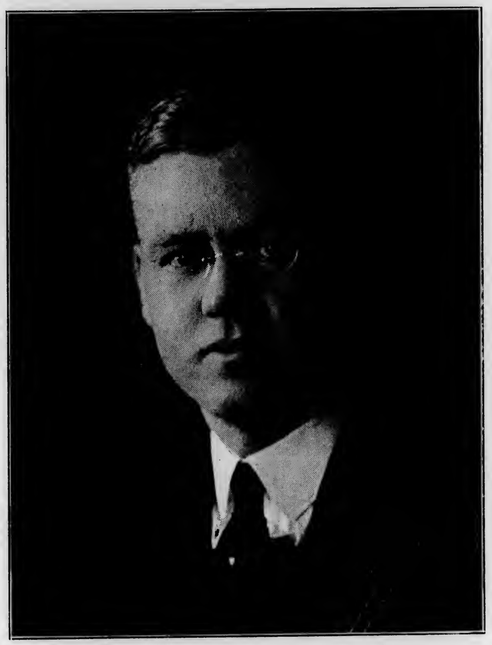
TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

ARTHUR C. MOWER ELECTED VICE-PRESIDENT OF THE AMERICAN TOBACCO COMPANY



The Board of Directors of The American Tobacco Company at a meeting held on Wednesday, September 27, 1922, elected Mr. Arthur C. Mower a vice-president Mr. Mower has been identified with The American Tobacco Company for the past seven years, serving on its directorate, through its many branches and departments and in the able execution of the duties devolving upon him, through successive promotions he has manifested extraordinary executive ability. Since the commencement of its unprecedented progress, which the company as one of the country's largest industrial enterprise has made during the presidency of Mr. Percival S. Hill, Mr. Mower has proved himself to be one of the most capable and valued associates of the chief executive. Mr. Mower has manifested during the years he has been connected with the company such a complete grasp of corporate management and practice as to win for him the highest esteem from all his fellow officers. His many friends at 111 Fifth Avenue foresee both for him and the company continued prosperity.

SALVADOR RODRIGUEZ PASSES AWAY

Salvador Rodriguez died on October 2 at Jewett City, Conn. He was one of the oldest and most prominent cigar manufacturers in this country, having learned cigarmaking when he was a boy in Cuba.

He was one of the first to establish a cigar factory at Tampa and continued in business there until his death.

PRODUCTION OF CIGARS FOR AUGUST

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1922. (Figures for August, 1922, are subject to revision.)

Products	*August, 1921*	*August, 1922*
Cigars (large)		
Class A ..... No.	201,629,692	261,671,803
Class B ..... No.	170,636,352	143,480,922
Class C ..... No.	11,154,764	9,667,863
Class D ..... No.	2,095,419	2,560,996
Total	622,039,033	641,164,181
Cigars (small) ..... No.	53,630,000	60,498,280
Cigarettes (large) ..... No.	1,447,104	1,005,642
Cigarettes (small) ..... No.	5,136,577,133	6,373,890,453
Snuff, manufactured ... lbs.	3,271,182	3,454,811
Tobacco, manufactured lbs.	33,601,590	38,020,972

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of August:

Products	*August, 1921*	*August, 1922*
Cigars (large)		
Class A ..... No.	5,431,775	8,552,575
Class B ..... No.	605,125	1,547,900
Class C ..... No.	6,330,650	3,591,480
Class D ..... No.	135,000	5,450
Class E ..... No.	2,500	
Total	12,505,050	13,697,405
Cigars (small) ..... No.	1,000,000	2,000,000
Cigarettes (large) .... No.	60,000	10,000
Cigarettes (small) .... No.	4,000	5,030

Tax-paid products from the Philippine Islands for the month of August:

Products	*August, 1921*	*August, 1922*
Cigars (large)		
Class A ..... No.	7,165,070	17,644,400
Class B ..... No.	994,865	551,750
Class C ..... No.	103,452	56,928
Class D ..... No.	300	
Class E ..... No.		580
Total	8,263,687	18,253,658
Cigarettes (large) ..... No.		300
Cigarettes (small) .... No.	251,720	62,530
Tobacco, manufactured lbs.	358	503

BOSTON TOBACCO MEN CO-OPERATING WITH S. A. DRIVE

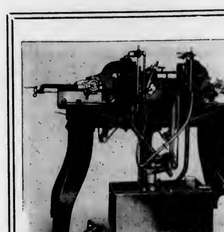
The tobacco trade of Boston is co-operating generously with the Salvation Army in the home-service appeal which it will make October 20 to 30 for $200,000 to be raised in the city to finance the Army's manifold local welfare and relief activities during the coming year.

B. W. Estabrook, of Estabrook and Eaton, 256 Washington Street, has accepted the chairmanship of a special CIGARS AND TOBACCO group, formed in accordance with the campaign plans for the industrial organization of Boston according to its various lines of activity. Mr. Estabrook is organizing a committee to assist him in the work, and plans are already under way to reach every person in the trade in Boston directly with the appeal of the Army.

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100, Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

EL VERSO
HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio



Cigarette Machine Knives
Automatically Ground on Our
New Model "S-M" Automatic Knife Grinder
Universally adopted by the largest Cigarette Manufacturers
Write for full particulars on this machine and on our latest model.
Cigarette Machines
Auxiliary Machines
Tobacco Stemming Machines
Cigarette Packing Machines
United Cigarette Machine Co., Inc.
LYNCHBURG, VA., U. S. A.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

SUPER EIGHT:—42,805. For all tobacco products. September 26, 1922. American Litho. Co., New York City.

SUPER 8:—42,806. For all tobacco products. September 26, 1922. American Litho. Co., New York City.

TWIN EIGHT:—42,807. For all tobacco products. September 26, 1922. American Litho. Co., New York City.

LOUIS ADLER:—42,808. For cigars, cigarettes and tobacco. September 28, 1922. William Rottenberg, New York City.

CHECKER CAB:—42,809. For all tobacco products. September 28, 1922. McKee-Marks Cigar Co., Ottumwa, Iowa.

DELPHO ROYAL:—42,810. For cigars, cigarettes and tobacco. September 28, 1922. F. M. Howell & Co., Elmira, N. Y.

LADYKIN:—42,811. For cigarettes. September 27, 1922. Rosedor Cigarette Co., New York City.

HOT SPARK:—42,813. For cigars. September 21, 1922. W. F. Clegg Cigar Co., Greensboro, N. C.

RANGE MAID:—42,814. For cigars. September 25, 1922. H. S. Gieser, Hibbing, Minn.

DAN WHITEHILL:—42,816. For all tobacco products. September 30, 1922. David Weisberger, New York, N. Y.

SINAWIK:—42,817. For cigars. September 30, 1922. Wm. F. Orr, Gloversville, N. Y.

SENATOR W. H. FELTON:—42,818. For all tobacco products. October 4, 1922. American Litho. Co., New York, N. Y.

SENATOR FELTON (FIRST WOMAN SENATOR):—42,819. For all tobacco products. October 4, 1922. American Litho. Co., New York, N. Y.

REES'S 5¢ CIGAR:—42,820. For cigars. October 4, 1922. Rees-Mitchell Cigar Company, Greensboro, N. C.

DON BACARDI:—42,821. For all tobacco products. September 1, 1922. Moehle Litho. Co., Brooklyn, N. Y.

JUDGE TRUE:—42,822. For all tobacco products. August 17, 1922. American Litho. Co., New York, N. Y.

TAMPA SPORT:—42,828. For cigars, cigarettes, Tobacco and pipes. August 21, 1922. Tampa Sport Cigar Co., Tampa, Fla.

TRANSFERS.

KEISTUTIS:—18,544 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 7, 1909, by J. A. Nutowe, Chicago, Ill. Transferred to Valentine Ludwig, Chicago, Ill., September 20, 1922.

ARMAS DEL MUNDO:—39,702 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered April 13, 1916, by American Litho. Co., New York City. Through mesne transfers acquired by Geo. T. Prawley, Los Angeles, Cal.

CUBAN PRIZE:—24,347 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered April 27, 1912, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to the Ginsburg Cigar Co., Davenport, Iowa, September 29, 1922.

JENNY LIND:—8539 (Patent Office). For cigars; and **9638** (Patent Office), for cigarettes. Registered June 12, 1901, and November 11, 1902, respectively, by Samuel Saqui, New York City. Transferred to S. Loewenthal & Sons, New York City, and retransferred to New York-Tampa Cigar Co., New York, N. Y., September 25, 1922.

CANCELLATIONS.

KESTUTIS:—42,707. For all tobacco products. Registered July 13, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

TRINIDAD:—42,787. For cigarettes and tobacco. September 5, 1922. William H. Rendall, New York, N. Y.

CORRECTION ON TITLES CLAIMED

Among the titles claimed by the A. C. Henschel & Co., of Chicago, Ill., wihch were published on this page in our October 1 issue, the "Java Suprima" was an error and should have read "Java Suprema."

TOBACCO PRODUCTS MAKE EXCELLENT INCREASE

Tobacco products in September shipped a total of 127,000,000 cigarettes compared with 57,000,000 cigarettes shipped during the same month of 1921. The company's principal subsidiary, the Falk Tobacco Company, made shipments of 46,000,000 cigarettes contrasted with 29,000,000 made in September of the preceding year.

APPLICATION TO EXAMINE TOBACCO COMPANIES' BOOK DENIED

Federal Judge Manton recently denied an application of the Federal Trade Commission for peremptory mandamuses requiring the American Tobacco Company and the P. Lorillard Company to surrender their accounts and books for inspection by the Commission.

Judge Manton held that the Fourth Amendment to the Constitution guarantees corporations as well as individuals against "unreasonable searches and seizures."

DATES SET FOR INTERNATIONAL TOBACCO EXPOSITION

In response to the demand on the part of many concerns in the tobacco business the National Exposition Company, Inc., has yielded and an active campaign is now under way to hold the Exposition in Grand Central Palace, New York, on February 3 to 10, 1923.

This Exposition will afford a wonderful opportunity to cigar manufacturers and allied members of the industry to bring before the consumer some live points in favor of cigar smoking and it is hoped that this opportunity will not be allowed to slip by half-heartedly.

Remember the old saying, "Faint heart never won fair lady," so "let's go."

DUTCH CIGAR INDUSTRY HAS SERIOUS HANDICAP

The imports of cigars from Germany have been making serious inroads on the cigar industry in the Netherlands. In the year 1913, 4,000,000 cigars were imported into this country, of which 1,600,000 came from Germany. In 1921 the total imports were 121,300,000 cigars, Germany supplying 62,700,000. The enormous increase in these imports from Germany is revealed by the figures for the first five months of 1922, during which period the total number of cigars imported amounted to 138,400,000, of which 132,600,000 came from Germany.

The increase in the number of unemployed in the Dutch cigar industry is proportional to the increase in the cigar imports of the Netherlands. On June 2, 1921, of the total of 19,246 normally employed in this industry, 1807 were unemployed and 1159 partially unemployed. On January 21, 1922, 6147 out of a total of 18,769 were unemployed and 3965 partially unemployed.

A number of Dutch cigar manufacturers have had to close down their factories. With a view to remedying this situation, the Dutch Parliament is being urged to adopt measures looking toward the institution of a prohibition on the importation of cigars into this country.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
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GRAND STREET AND MORGAN AVENUE
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

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NOVEMBER 1, 1922

VOLUME 42 — NO. 2

THE TOBACCO WORLD

GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

FATIMA CIGARETTES

now 20¢ *for TWENTY*

—and after all, what other cigarette is so highly respected by so many men?

Let Fatima smokers tell you

LIGGETT & MYERS TOBACCO CO.

One of a series of newspaper advertisements announcing Fatima's lower price

Back to "Even Money"

At 20 cents for 20, Fatima is now selling at the lowest retail price since 1919. And the new price is "even money"—no more pennies to handle on Fatima sales.

At 20 cents for 20, there is hardly a man who cannot afford to discriminate now in favor of Fatima —and *quality*.

Fatima's new and lower price certainly means bigger demand. For, after all, no other cigarette is so highly respected by so many men.

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

ABOVE ALL BOLD

NOW 2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia **Penna.**

EL ROI-TAN

PERFECT CIGARS

SOLD EVERYWHERE—GOOD ANYWHERE

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—FINE QUALITY OLD RESWEAT ZIMMER GEBHART, Penna. B L Bs, suitable for 5, 8 and 10-cent cigar filler purposes. Also good seed binders and scrap. Address, Robert Williams, Weaver Building, Greensville, Ohio.

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transaction. Write full particulars. Address Distributor Box No. 450, care of "The Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 42 NOVEMBER 1, 1922 No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

LUCKY STRIKE CIGARETTE

IT'S TOASTED

It's toasted. This one extra process gives a delightful quality that can not be duplicated

Being advertised in 13,000 newspapers now

The American Tobacco Co. INCORPORATED

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP

This stamp on each box protects the trade Demand it on your goods

TAMPA BRANDS SELL

A glance through your show case; a review of the past and a thought to the future will show you conclusively that TAMPA IS A LOGICAL CIGAR MANUFACTURING POINT.

TAMPA BRANDS ARE STANDARD: They are built right and have established their reputation of remaining on the market scores of years after their "flash" competitors have disappeared.

Tampa Makes Good Cigars

Demand the Identification Stamp

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite. It is made in the most hygienic manner known to cigar manufacture.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM *8¢ cigar*
WAITT & BOND, Inc., Newark, N. J.

Volume 42 Number 21

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 1, 1922 Foreign $3.50

EDITORIAL COMMENT

THE rising costs of tobaccos, the shortage of labor and the increased cost of the same is presenting a serious problem to all cigar manufacturers, and particularly those making the cheaper grades.

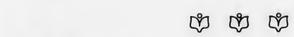
If the retail prices are to be left as at present it is highly probable that smaller cigars will have to be made. Aside from the tremendous waste of tobacco in large cigars (and thousands of butts, each containing enough tobacco to make a small panatela can be found daily in every large city), the effect is to surfeit the smoker and cut down his consumption. If smaller sizes have been made, we believe the industry will benefit.

Particularly with cheaper cigars there is a proven economy in the use of mechanical devices and we believe that such manufacturers must eventually turn to machinery for the solution of their problem.

As far as the feeling of the smoker toward machine-made cigars is concerned, we believe a conversation which was overheard in a smoking compartment last week reflects the consumer's attitude.

Mentioning a famous brand, one smoker said, "Did you ever smoke that cigar? It's made by machinery, you know." The reply was, "No, but it appeals to me as logical that I would rather smoke a cigar made by machinery, for it has much to recommend it."

We were left with the impression, after hearing the discussion, that some of the manufacturers have been losing ground by hiding their light under a bushel.



THERE is probably nothing in the tobacco industry that is causing more distress than the apparently increasing depradations of the tobacco bug. Aside from the material loss itself it is destructive of the prestige and goodwill of the brands as well. For this reason there is a deep interest in the news of any method which claims to rid the tobacco leaf of this pest.

The larvae, it is generally conceded, is deposited on the leaf sometime prior to it being packed. Once the infected leaf is packed the egg may develop at any time thereafter. The rapidity with which the egg develops is dependent upon atmospheric conditions, it developing much faster in even warm temperatures. In changing temperatures the egg can lie dormant for an indefinite period, and so long as the temperatures are continually changing it may never appear. However, if the temperature is warm and even, for a period not exceeding thirty days, the tobacco beetle will develop through all of its stages and make its way out of the leaf or manufactured product. This, at least, is the opinion of an expert who has devoted years to the study of the tobacco beetle.

At the present time a new and simple treatment for the destruction of the tobacco beetle is being tried in various leaf packing districts and also in certain cigar factories. The outcome of this experiment is being eagerly awaited by the entire industry.

The saving to the industry, should the treatment prove successful, is incalculable, and manufacturers, jobbers and retailers are awaiting the results with the greatest interest.

It is not possible to predict the success of the tests at this time, but there is a great hope that in the not far future the progressive manufacturer who adopts this treatment can guarantee to his customers that his cigars are absolutely "bug-proof," regardless of atmospheric conditions or the length of time the cigars are kept in the humidor or case.

ANNOUNCEMENT of a tobacco and allied industries show at the Grand Central Palace, New York City, February 3d to 10th, 1923, has been received with interest by the trade. It will unquestionably afford an opportunity for much educational work not only with the consumer but with the industry as well.

(*Continued on Page 20*)

PHILADELPHIA.

"EL PREDOMINO" GETTING BIG RETURNS

The "Della Casa" cigar made by this house is rapidly coming into its own. They recently put out very attractive and artistic window display cards that seem to have attracted more than usual attention, as they have resulted in gratifying results in getting business.

Yahn & McDonnell, distributors for "Della Casa" in this section, have been showing and featuring this brand in a pronounced and highly attractive manner in all their stores. Special note is being made of their window displays of "Della Casa."

BAYUK BROS. WAY BEYOND CAPACITY

It is reported at the office of Bayuk Bros. that no definite plans are now being made for increasing; their main thought and energy being concentrated on getting out standing orders. This alone, it was said, is keeping the decks cleared for action and every nerve tense. It was also announced that the price on "Charles Thompson" cigars had advanced from thirty-six dollars to thirty-seven fifty.

J. C. Lang, of National Grocery Co., Seattle, Wash., distributors on the coast for Bayuk Bros.' brands, paid the house a visit last week. All shipments are still on the allotment basis, by express.

BOBROW BROS. BRING OUT NEW CIGAR

Charles Bobrow is in Texas with their southwestern sales manager, J. C. Coffin, visiting the trade. The home office on Fifth Street gets reports that "Topics" and "Recall" are doing a splendid business down Texas way.

J. Goldberg, of Coatesville, Pa., was a visitor last week.

Bobrow Bros. have launched a new cigar to be known as "La Tosella," in 10-cent, two-for-a-quarter and 15 cent straight, sizes, Sumatra wrapped and long filler. "La Tosella" was born September 11. O. L. Meyers, the Bobrow representative in Chicago and Detroit, reports the growth of "La Tosella" as phenominal for the short time it has been on earth. Mr. Meyers is doing a big business on "Bold" and "Topic."

Stein Bros., of Milwaukee, says business on "Topic" in this territory is increasing every day.

J. BROOKS AGREEABLY SURPRISED

J. B. had some misgivings when he took upon himself new and larger quarters at 19 North Tenth Street, but since he opened up he has been agreeably surprised with the increased trade and the "faithful" who followed him to the new stand. J. B.'s only worry now seems to be difficulty in getting help.

P. C. FULWEILER & BRO. GRATIFIED

Edward M. Laing, of this house, left this week for an extended trip through Pennsylvania. Both Mr. Laing and H. L. Bedard, covering New York State, have opened splendid accounts in their respective territories. H. L. Bedard has opened accounts with over a dozen concerns, all of which is a source of much gratification at the factory producing "Ivanhoe" and "Marietta" brands.

BAILEY TRYING TO PLEASE ALL COMERS

"Bill" Bailey is as busy as a bee in honey-time trying, under the prevailing conditions, to please everybody who is eager for his goods. When "Bill" reminisces he "warms up" and smiles contentedly and well may he, for he has built up an enviable reputation for square and fair dealing. "Bill" is showing attractive packages of his "La Flor de Alfonso" cigars, ten to a pack, for 50 cents. His "Vamps" are going strong, and he believes that when the rush "cools off" his strongest and best sellers will be firmly intrenched.

CONGRESS CIGAR COMPANY NEW FACTORY PROGRESSING

Willis Andruss, sales manager for Congress Cigar Company, has just returned from a month's trip throughout the middle West, where he found "La Palinas" enjoying a tremendous popularity. There seems to be, said Mr. Andruss, a much greater demand growing for ten-cent cigars, and he finds the eight-cent, two-for-fifteen grade rapidly coming back to its own, the general indications are that the two-for-fifteen proposition is in a healthier condition than it has been for several months. Mr. Andruss reports a steady increase in business on "La Palinas" in Boston and down-East territory.

The new home of the Congress Cigar Company at Third and Spruce is progressing satisfactory—the first floor is laid and frame work is up to receive the concrete work. It is expected that April 1st, 1923, will find the "La Palina" family in possession.

ANTONIO ROIG & LANGSDORF BUSY

S. Dietz reports a successful and gratifying clean-up on Christmas business, and are extremely busy trying to meet the demand for "Girards."

PROGRESSIVE CIGAR CO. TRY TO CATCH UP

N. Cravis reports an overwhelming demand for "Madame Butterfly" cigars. The unprecedented rush for goods is difficult to cope with owing to the great scarcity of cigarmakers.

GUMPERT BROS. TOO BUSY FOR COMFORT

Al. Gumpert is leaving this week for a clean-up trip through the middle West. He is not seeking new accounts, as they are now too busy for comfort, and they are up against the help problem good and hard.

ACCOUNT OF J. C. FRISHMUTH EST. FILED

An account of the estate of the late John C. Frishmuth, who died in July, 1921, has been filed by the executors showing the estate to amount to about $273,000. His interests in the firm of Frishmuth Bros. Co. were 2000 shares of stock, valued at $200,000.

G. H. P. CIGAR CO. HAS NEW FACTORY

The constant and ever-increasing demand for "El Producto" cigars is being proved by the necessity for increased facilities. The G. H. P. Co. has opened a new factory at Master and Jefferson Streets in South Camden. It is hard to beat "El Producto" when it comes to a race for quality and business.

RELIABLE CIGAR CO. BEHIND ON DELIVERIES

L. Blitzstein, of the Reliable Cigar Co., reports such a shortage of help they are far behind on deliveries, says labor conditions are awful. The fact that they are making strictly hand-made cigars puts them in an embarrassing position because of the scarcity of hand workers, a situation which may force a change to suction workers.

CHAS. KRULL BUSINESS GENERALLY BETTER

Mr. Krull believes business is improving with him after a short lull. He is calling attention to some very interesting "job-lots" at extremely attractive prices that have come into his hands. Mr. Krull observes a decided tendency towards larger volumes of business on "jobs," the character of which is improving all the time.

DAN OSTROW VERY POPULAR

It is astonishing how everybody having smokers' articles to sell flock to Dan. It must be his courteous and harmless way of saying: "Come around the next time you're in town!" Dan is popular, all right; his store at 718 Market Street is always full of buyers.

C. Ackerman, of Cuesto Rey & Co., paid Dan a visit last week.

HYPERIAN CIGAR CO. NEW TEN-CENT CIGAR

Mr. Plumbgreen, manager of the Typerian Cigar Co., 37 North Second Street, announces the presentation of a new 10-cent "Hyperian" cigar, Sumatra wrapper and long combination filler, mostly Havana. They are to be congratulated on the quality of this cigar. The only trouble now, says Mr. Plumgreen, is the trouble in getting help. They are extremely busy.

G. E. SCHAIBLE CO. UP TO CAPACITY PRODUCTION

F. C. Schaible, manager for G. E. Schaible Co., the producers of "Marvin" cigars, reports gratifying repeat orders from all parts of the city and that they have reached the point where production has reached capacity. From the display observed in many of the leading stores where smokes are sold "Marvin" cigars seem to have established a reputation and more or less of a sensation.

RECEIVER FOR LEACH & CO.

Action on the part of Torre & Co., and Sanchez & Haya, both of Tampa, Fla., has caused a receiver to be appointed for the business of Leach & Co., owners of cigar stores at 111 South Broad Street, and 44 South Eighth Street. H. J. Rebman, 710 North American Building, has been appointed temporary receiver. An estimate of the assets of the company is about $10,000, while liabilities are placed at over $14,000. The company offered no opposition to having a receiver appointed.

SALE OF FRENCH MONOPOLY OPPOSED

In view of the possible change in the system of control which now obtains in the tobacco industry of France, which is indicated by a vote of the Finance Committee of the French Chamber of Deputies favoring the adoption of the system in force in England, there have been meetings of protest held in Paris and other points in France, and resolutions were passed opposing the discontinuance of the State monopoly, or the sale of the monopoly to private persons, according to advice received from Commercial Attaché Chester Lloyd Jones at Paris.

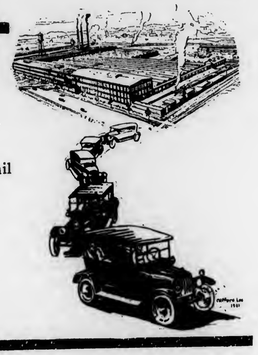
It was also recommended that financial autonomy be adopted, allowing the various establishments to introduce modern mechanical methods of manufacture and reorganization of the boards of management, so as to effect a closer co-operation between consumers and producers and the State, as a means of increasing the financial returns.

POSSIBLE COMPETITION WITH AMERICAN TOBACCO IN BRITAIN

Although the production of tobacco in Nyasaland is as yet relatively small as compared with the production of cigarette tobacco in the United States, there is reason for some apprehension as to its competition with American cigarette tobaccos in the United Kingdom. The acreage planted in Nyasaland had increased from 4507 acres in 1911 to 14,218 acres in 1920.

The Imperial Tobacco Co. (Ltd.) has recently erected a large redrying and rehandling plant at Limbo, Nyasaland, equipped with an American type redrying machine and press, according to report from Trade Commissioner Perry J. Stevenson, at Johannesburg. The cost of the plant when completed will be approximately $200,000, which reflects the confidence of the Imperial Tobacco Co. in the tobacco of Nyasaland, which is declared to be the only tobacco grown in the British Empire that can be substituted successfully for certain grades of Bright Virginia leaf. The preferential rate of duty also accrues to Nyasaland tobacco when imported into the United Kingdom, the duty being five-sixths of the normal rate.

DETROIT



Business Conditions Almost Perfection — Watson Retail Stores Change Hands—A. B. S. Enlarging Selling Force—Detroit Drug Co. Victim of Hold-up— Nathan Weiss Drops in on Detroit—Sanchez & Haya Line Placed

Detroit, Mich., October 25, 1922.

IMPROVED business conditions and increased employment, with almost no idle men seeking work and work for all, there still is a universal shortage of common labor and a very general demand for skilled workmen in a wide variety of trades and occupations.

Practically every cigar factory in the City of Detroit is behind on production, and the shortage of cigarmakers is a serious problem for the manufacturers, with little or no relief in sight as the rush season approaches.

Many of our leading jobbing houses report a shortage of standard merchandise, some popular brands being far oversold and no shipments of several sizes having been received during the last fifteen days, owing to the oversold conditions of their factories.

The retail cigar stores operated in Detroit by the Harry W. Watson Company have been taken over by Chauncey Damon and Fred Risburg, who will operate the chain under the firm name of the G. C. Damon Cigar Co., with G. C. Damon as president and general manager and Fred A. Risburg secretary and treasurer. Mr. Damon and Mr. Risburg have been associated with the Harry W. Watson Co. for a number of years and are thoroughly familiar with the retail cigar business in the City of Detroit. Their many friends wish them success in their new adventure.

The Gensior Tobacco Company, of Montreal, have been made the exclusive selling agents in Canada for products of the American Box Supply Co. They will handle a full line of supplies and accessories of the company, which will be greatly appreciated by the Canadian trade, as a supply of bands and labels will be carried in the Montreal office for immediate delivery. Arthur Schalek and Max Berkowitz will call on the Canadian trade.

Jacob and Henry Mazer, of the Mazer Cigar Manufacturing Co., were recent visitors to New York City.

W. W. "Doc" Rosebro, president of F. Vega & Co., is on a business trip to Chicago and the West in the interest of "Las Vegas" cigars.

Frank J. Horning, who formerly represented Arnold Tietig & Son in this territory, has joined the promotion staff of the Consolidated Cigar Corporation and will in the future do specialty work on "Harvester" and "Henry George" cigars, in Michigan and Indiana.

Herman Goldsmith, of Samuel Gordon, New York City, N. Y., called on the trade here last week.

"Judge Gainey" cigars (Norman Bros.) are being prominently advertised in the city at the present time, via, his judgeship astride the warrior's black horse, parading through the principal downtown streets.

L. Lindheim (Franklin Cigar Co.), Newark, N. J., was a recent visitor to our city and signed THE TOBACCO WORLD register at Bert Johnson's.

Mr. S. Straus, formerly in the lithograph engraving and advertising business, and recently advertising expert in the cigar line, has accepted a position with the American Box Supply Company, and will travel the States of Michigan, Indiana, Illinois, Wisconsin and Minnesota. Prior to his overseas duties, Mr. Straus was connected with the Calvert Lithographing Co., and is considered an expert in the line. No doubt Mr. Straus will be a great addition to the sales staff of the American Box Supply Company's already ace-high organization.

"Two hoboes met on a blind siding. One had been a salesman whose hours were 10 A. M. to 4 P. M. The other didn't have any money either."

Henry A. Toplitz (Pasbach-Voice Lithographing Co., Inc.) has taken up his residence here and will make his headquarters in Detroit. As soon as office space is secured the trade will be promptly notified.

Reed Estabrook (Estabrook & Eaton), Boston, Mass., was a recent visitor to the city, and reports a very satisfactory business.

J. P. Brill (Wm. J. Seidenberg Corp.), New York, N. Y., called on the trade here last week.

Emmet Walsh (D. Emil Klein Co., Inc), New York, N. Y., was a recent visitor to our city, spending a few days with his parents.

Jose M. Pendas (Jose M. Pendas Company), New York City, N. Y., called on the trade here last week.

Frank Arhenhoerster, formerly connected with the Weidmann-St. Louis Cigar Box Company, has joined the sales force of the American Box Supply Company and will represent the company in Kentucky, Tennessee, South Illinois, Missouri, Oklahoma, Kansas, Colorado, Iowa, North and South Dakota. Frank is well known and very popular with the trade throughout the West having spent many years covering the same territory in which he has a large business and a big following in the trade.

L. Altman (M. Rodriguez & Co.), "La Melinda" and "Mi Adelina" cigars, called on the clubs and leading retailers here last week and booked many fine orders for the holiday trade.

Edward Wodiska (Gonzalez & Mendez, Inc.), Fort Myers, Fla., called on the trade here last week with his "Clear Havana Cigars in Bond" and reported a very satisfactory business on his line.

J. W. Levy (Delphia Cigar Company), "Tedello" cigars, was a recent visitor to the City of Detroit.

"They say our present coal supply will last 4000 years, and it appears likely that the public's patience will, also."

Two bold bandits obtained about $300 in a hold-up at the Detroit Drug Company's store at 8201 Woodward Avenue, Sunday night. The manager and his assistant, with one lone customer, were forced into the basement at a pistol's point, while one of the robbers emptied the cash registers.

A. L. Ullnick, of M. J. Lopez & Company, called on the trade here last week, booking holiday orders on his line.

Frank D. Patton (Gonzalez & Sanchez), "Tobacco Girl" cigars, was a recent visitor to our city and signed THE TOBACCO WORLD register at Bert Johnson's.

Roe J. Vincent, factory representative of A. Santaella & Company, Tampa and Key West, is sojourning in our midst for a sixty-day period, doing specialty work on "Optimo" cigars and working with the sales staff of the Worth Cigar Co., who are the local distributors of "Optimo" cigars.

Dan Manheimer, of the Imperial Cigar Company, Lancaster, Pa., called on the trade here last week in the interest of his brands and signed THE TOBACCO WORLD register on his rounds.

Herbert W. Schloss (S. M. Frank & Co.), New York, N. Y., called on the trade here this week with his holiday line of pipes and smokers articles. Herbert always enjoys a good business here and as usual left with many fine orders.

Robert M. Flesher (Fernandez, La Rosa & Co.), manufacturers of "La Camporita" clear Havana cigars and importers of Havana leaf tobacco, visited Detroit last week and reported a very satisfactory business.

Col. D. H. Moulsdale (Sanchez & Haya), representing Factory No. 1 of Tampa, was with us for a few days last week booking holiday orders on his clear Havana line. While in Detroit Colonel David closed with Lea & Cady, Inc., for the distribution of Sanchez & Haya line in our city.

Jack Planco (Ruy Suarez & Co.), manufacturers of "Planco" Havana cigars, was a recent visitor to our city. Jack made the rounds of the trade accompanied by Ralph Damon, the "Planco" ace of Michigan.

"About the time a man gets caught up on his summer expenditures he starts running into debt for winter necessities."

Ben J. Straus (A. Santella & Co.), "Optimo" cigars, was a recent visitor to Detroit, calling on the leading retailers, clubs and his local distributors. Ben tells me that "Optimo" cigars are increasing in sale all over the country and that this will be his banner year.

E. A. Hecht (Demmi Cigar Co.), Tampa, Fla., "Gonzalo de Guzman" and "Valia" mild Havana cigars, called on the trade here last week and reported a very satisfactory business on his line.

Henry Riesenberg (D. M. Frank & Co.) was in the city last week showing his fine line of cigars.

Nathan Weiss, vice-president of the American Cigar Company, is in the city on a tour of inspection of the company's factories in Michigan.

Roswell Levinson (Aleceda Cigar Factory), New York City, N. Y., spent a few days in the city this week.

A man who would not take his business trade paper sent his little son to borrow the copy taken by his neighbor. In his haste the boy ran over a hive of bees and in ten minutes he looked like a warty squash. His cries reached his father, who ran to his assistance, failing to note a barbed wire fence, which he ran into, breaking it down, cutting a handful of flesh from his anatomy and ruining a pair of $5 pants. The cow took advantage of the gap in the fence and got into the corn. Hearing the racket, his wife ran out, upsetting a four-gallon churn of rich cream into a basket of kittens and drowning them. In her haste she lost a $17 set of teeth. The baby, left alone, crawled through the cream into the parlor and ruined a brand new $20 carpet. During the excitement the daughter ran away with the hired man, the dog broke up eleven settings of eggs and the calves chewed the tails off four nightshirts. Cheaper by far to have THE TOBACCO WORLD delivered twice a month by Uncle Sam, says,

Mike of Detroit

N. C. L. T. A. COMMENDS CONGRESSMAN GRIEST

In a letter addressed to Congressman W. W. Griest of Pennsylvania, the Legislative Committee of the National Cigar Leaf Tobacco Association of America commends Congressman Griest very sincerely for the important services he has rendered the tobacco industry during his term in office.

A part of the letter, written by Joseph F. Cullman, Jr., chairman of the Legislative Committee reads as follows:

"As chairman of the Legislative Committee of the National Cigar Leaf Tobacco Association I desire to express to you the deep appreciation of the members of our association for your splendid work in the interest of our industry during the campaign we were obliged to make to secure satisfactory rates on leaf tobacco in the tariff bill which has just become a law. I hope you will believe that this is not a perfunctory letter of thanks but a record of the genuine gratitude we feel to you and a recognition by us of the important part you played in this matter.

"Your Congressional district is to be congratulated upon being represented in the House by a man who is at all times so keenly alive to the interests of his constituents and who, through his long experience and familiarity with legislative matters, is able to render substantial assistance in the hour of need."

LICHTENSTEIN RETURNS FROM VACATION

Julius Lichtenstein, president of the Consolidated Cigar Corporation has returned from a very pleasant vacation spent at French Lick Springs, Ind., and feels "fit" to take up the duties of his office at once with renewed vigor.

"MANNIE" PEREZ PLANS TRIP WEST

Manuel L. Perez, of Marcelino Perez & Co., manufacturers of "Tuval" and "Count Ponchartrain" cigars is planning an extended trip through western territory in the near future.

TAMPA

Everything in Tampa on the Rush—D. N. Holoway & Co. Box Factory Sold—Morris Scadron Arrives After Perilous Trip

Tampa, Fla., October 27, 1922.

RUSH!!—That is the stereotyped final of every order coming from every quarter of the country to our cigar factories, by mail and wire, every day of the week in endless succession, and the majority of these orders are for fine sizes, the most difficult to fill on account of the scarcity of skilled labor; the writer, being present at the opening of the mail in the office of one of the largest factories, has seen one order for ten thousand "Invincibles" among other high class cigars, and ended with the usual request RUSH; think of it!

In view of the unprecedented demand for high priced goods, one wonders at the unreasonable pretension of some cigar dealers to lower prices to the pre-war level. The cost of production is not lowered by any means; each item entering into the manufacture of cigars is at war time level; good leaf tobacco is just as high as before, and teaching of skilled cigarmakers has been neglected to the point that they cannot be found in the required quantity to answer the demands of the trade. How to induce the young element to learn the art of fancy cigar-making in the face of the tendency towards the lowering of prices is a puzzle that confronts every cigar manufacturer in these days, and any suggestion of how to solve this problem from the highbrows of the trade would be received with open arms by the perplexed manufacturer.

While peace reigns in the ranks of labor at present, the unsettled conditions of the weather conspire against the progress of the work to a certain extent; days are getting short and persistent rain creates an excess of moisture that interferes with the preparation of materials, delaying the execution of the holiday orders. All these facts ought to be known and considered by the trade, so proper leniency may be accorded to the worried manufacturer should delays occur in shipping orders promptly.

Announcement has been made by circular letter of the purchase from the estate of D. N. Holway, deceased, of the cigar box plant and business formerly operated as D. N. Holway & Co., by J. W. Young and Jacob Van Roe, the remaining partners. The business will be operated in the future as J. W. Young & Co. Messrs. Young and Van Roe are well known in the trade, and best wishes are extended for their continued success under the new ownership.

Gonzalez & Mendez Co., Inc., formerly of Fort Myers, began operations in this city on October 16, having procured the three-story brick factory formerly occupied by E. Rogensburg & Sons at the terminal of the Ross Avenue car line in West Tampa. Mr. E. H. Scott, sales manager, arrived here last Tuesday, and found that Mr. Gonzalez had the factory working in good shape.

Morris Scadron, well known New York cigar manufacturer, is sojourning at the Hillsboro Hotel, and endeavoring to speed up production of his "Nordacs" Triangulares manufactured in Tampa. Mr. Scadron was among those stranded on the Clyde liner "Lenape," which went aground last week off Jacksonville. After three days of discomfort and anxiety the passengers were taken off by a Government boat and transferred to the Clyde liner "Arapahoe," which landed them safely in Jacksonville.

John Pyper, representing Garrett H. Smith, of New York, United States representative of the "Compañia Litografica de la Habana," is becoming a popular member of the Tampa colony of New Yorkers. He is putting seven days a week with the trade, which speaks volumes for the energy of this able salesman.

Rumor has it that before many months have passed a famous northern brand will be manufactured in Tampa. The climatic conditions and superior workmanship obtainable in this city is responsible for this move, it is said. Well, this is but a repetition of old history.

H. L. Bush, representative of the Liberman Manufacturing Co. of Philadelphia, is one of the busiest men in Tampa. The growing interest in his line of mechanical devices is keeping him busy answering inquiries since he returned from a flying trip to Philadelphia.

Mr. Angel L. Cuesta, Sr., who, following his return from Europe, has been spending a week in headquarters, will leave next Sunday for Havana, where he will stay for the month of November looking over his various interests there. Karl Cuesta, his son, has preceded him last Friday accompanied by his charming bride.

Gerald Stanley, of St. Louis, is spending some time in the city calling on his numerous friends in the cigar industry, and enjoying his stay to the fullest measure.

Val M. Antuono, widely known manufacturer of the "C. H. S." and "Dupont" brands, left recently for Cuba to increase his holdings of leaf tobacco, in order to meet the constantly increasing call for his products.

Arthur B. Chitty, cigar buyer of Lewis-Chitty-Consolidated, with headquarters in Jacksonville and branches in seven other Florida cities, dropped in at the "C. H. S." factory last week endeavoring to speed up shipments on that famous brand, and also to place additional orders for the new ten-center "Dupont."

Hi Hammer, the genial representative of Corral-Wodiska y Ca., left on the seventeenth for New York and sailed on the twentieth from that city on the steamer "Aquitania" for a vacation in Europe, thus fulfilling a long cherished desire.

Robert H. Givens, manager of the Cortez Cigar Factory, of Key West, arrived in Tampa last week to remain for about ten days, combining pleasure with business.

Mariano Alvarez, general manager of A. Santaella & Co., arrived last Wednesday from Key West, returning from a tour of inspection to the branch operated by his firm in that city. He found everything running smoothly, and now will try to put more speed at the Tampa factory, if such thing would be possible.

Mr. E. C. Berriman, head of Berriman Brothers, is expected at the factory in the early part of next week, returning to headquarters from an extended tour during which he has visited the trade, covering a large part of the country in the interest of his house. The arrival of Mr. Berriman will no doubt be followed by renewed activity in the production of his well established brands.

José Garcia, of Perfecto Garcia & Bros., has begun operations on the construction of a hotel to be known as the "Garcia." The building will be located at Sixteenth Street and Eighteenth Avenue, directly opposite the factory. The first floor has been planned for stores, and the hotel proper will be devoted to the accommodation of the operatives of the firm. This modern hotel will be completed about January 1 and will fill a long felt want.

The writer has just bid goodby to Hobart B. Hankins, worthy president of THE TOBACCO WORLD, who left us today for home after having graced our sanctum with his presence for a few brief days. He, like Caesar, could well repeat the famous words, "Veni, Vidi, Vinci," for his visits to the factories have afforded the occasion to demonstrate the warm sympathy and esteem in which he is personally held by cigar manufacturers of Tampa, and the popularity among them of THE TOBACCO WORLD.

VERITAS.

PASBACH-VOICE ACQUIRES TAMPA REPRESENTATIVE

James C. Trezevant, who is very well known and very popular in Tampa and Key West, has been appointed exclusive sales agent for the Pasbach-Voice Lithographing Company, and Pasbach-Voice are to be congratulated upon being able to acquire a member of this very well known family as their representative in this community. Mr. Trezevant has opened offices in the Citizens' Bank Building, Room 310, Tampa, Florida, and there is every indication that this will be a great benefit to both Pasbach-Voice and their trade in Tampa which has already shown appreciation of this arrangement through a marked increase in business.

TITLES CLAIMED.

A. C. Henschel & Co., of Chicago, Ill., announce that they claim all rights to the title "Corona del Java."

WILL REBUILD OLD MODEL STRIPPING MACHINES

The Universal Tobacco Machine Company, announces to their customers that they now have ready for distribution The New Model M Tobacco Stripping and Booking Machine which embodies many improvements and advantages over the old style Model M Machine.

This new machine is planetary gear driven as compared with the belt driven type of the old machine.

Some of the improvements include: overcoming of wrapping of stock around the brush; prevents entirely all "stalling and slipping" of the booking drum; on all small stock it is possible to book four pads (instead of two) on the booking drum, and thus reduces to a minimum the cost of upkeep and by eliminating all belt strain and tension greatly lenthens the life of the machine.

They also announce that they are ready to rebuild any of the old Model M Machines on a two weeks' working schedule and guarantee the rebuilt machines as to workmanship and materials for the period of one year, just the same as is done on the new machine.

CUBAN TOBACCO INTERESTS OBJECT TO FORDNEY TARIFF LAW

Havana, Cuba, October 24.

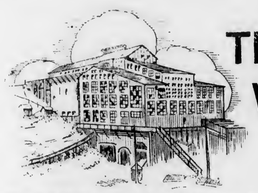
The Cuban tobacco interests have finally joined with the sugar interests in a campaign for more favorable treatment in the matter of the Fordney Tariff law. They are endeavoring to secure results at present through diplomatic channels. The Cuban Department of State has just received from the Union of Cigar and Cigarette Manufacturers of the Island of Cuba a long exposition of the decline of the Cuban tobacco industry.

While admitting that every nation has taken care to hit tobacco imports with heavy imposts as an article of luxury, the cigarmakers take particular exception to the American duties because of the alleged insufficient preference given Cuba in view of the virtual monopoly enjoyed by American exporters in supplying Cuba's imports. The decline in exports to the United States from 101,689,560 cigars in 1889 to 20,967,656 in 1921 is outlined and the claim made that, even if a revision of the reciprocity treaty, as the tobacco men request, increases the preferential rate from 20 to 50 per cent., and brings Cuban cigar imports back to the 1889 figure, this would be only a drop in the bucket compared to the present annual manufacture of 8,000,000,000 cigars yearly in the United States.

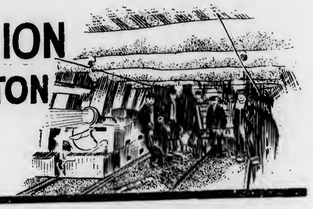
While the state department is pulling the diplomatic strings, Congress is considering more direct measures. Numerous projects for tariff reprisals against countries discriminating against Cuban projects have aroused a sentiment strong enough to result in a determination by the house of representatives to open hearings on a revision of the tariff to protect Cuban industries. This was requested by President Zayas in a message to Congress on July 21, 1921.

TOBACCO PLANT TO EXPAND

The Imperial Tobacco Company, which already owned a $750,000 warehouse for handling tobacco for export, has just purchased the old Fosburgh Lumber Company property adjoining the Imperial plant for $159,000.



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, October 30, 1922.

WM. P. BUSHELL, vice-president of the El Predomino Cigar Co., Philadelphia manufacturers of "Della Casa" cigars, was a visitor to the coal fields this week, where he spent a few days with his Wilkes-Barre distributor, who is the Alexandra Mills Co. This cigar is well placed and I hear same very favorably commented on. Mr. Bushell says that they are now in larger quarters and are in better shape to take care of the growing demand for their cigars.

Mr. Thomas Carlin, who formerly represented Yocum Bros., Reading, Pa., manufacturers of "Y-B's," is now with the Consolidated Cigar Company, and is assisting the Consolidated's jobbers throughout the coal fields, perfecting their distribution. "Mozart" was always a very popular cigar locally, as is "Adlon," both of which are manufactured by the Consolidated Cigar Co. and distributed by Sperling Tobacco Co., Wilkes-Barre, and Imperial Cigar Co., Scranton, for the upper coal fields of Pennsylvania.

Mr. Bernard Cohn, who runs the Arcade Poolroom, Wilkes-Barre, tells me he will move to bigger and better quarters on or about the first of the year, and intends to install equipment which will make his stand one of the finest places of its kind in Northeastern Pennsylvania, if not in the State. He will also carry a full line of cigars, tobacco, etc.

The popular and enterprising young men, Charles Popky and John Groh, who conduct the Colombo Cigar Store on Public Square, Wilkes-Barre, have recently made additional improvements to the poolroom, which is conducted by Mr. Jack Carey. This poolroom and cigar stand represent one of the most complete and up-to-date establishments of its kind in Northeastern Pennsylvania. The cigar stand is complete in every detail, with a line of cigars second to none.

Mr. Abe Myers, who for a number of years was associated with Mr. John Snyder, of New York City, who is one of the best known retailers in that city and conducts many hotel cigar and theatre ticket stands in the large hotels of that city, as well as the Florida resort hotels, has for the past year conducted the stand in the Hotel Sterling, Wilkes-Barre, for himself. Mr. Myers is to be congratulated on the high order of this stand and I must say that his cigars are of the best obtainable. He is showing a number of clear Havana, Tampa and Key West brands, as well as the popular imported labels such as "La Carolina," "Hoyo's," etc. Among the popular selling, nationally advertised brands, he is showing "El Producto," "Webster," "Blackstone," "La Palina," "Garcia Grand," "Admiration." He is also showing his "Hotel Sterling Special," at 15 cents, up to 3 for 50 cents, all of which he says are selling. Let it be said that this stand has long needed such a management to bring it the success it deserves.

Mr. John Reddington, Jr., who for a number of years ran the Annex Hotel, Wilkes-Barre, has given up the above-mentioned hotel and is now with his father, assisting in the management of the Hotel Reddington, which for a number of years has been one of, if not the leading commercial hotels in the northeastern section of the State. John, Jr., or Jack, as he is known among his many friends, says if you are away from home and it's a good bed, excellent meal, or a fine cigar, or all of the three you desire, stop at the Reddington, the hotel with the home atmosphere.

Messrs. Jas. Hefferon and McGinty have recently opened an attractive cigar store on Public Square, adjoining the Capitol Theatre. Both of these young men were formerly associated with Mr. William Kearney, of this city, who for a number of years has been one of the leading cigar merchants. These young men deserve success, and they say things are fine. Good luck, boys.

Mr. E. E. Kahler, of Kahler Cigar Co., Reading, Pa., was a recent visitor to the coal fields in the interest of his brands.

The P. Lorillard Co. recently had several missionary salesmen in the Wilkes-Barre section, doing some missionary work on "Muriel" and "New Currency" cigars and assisting their local distributor, the Star Tobacco Co., in attaining distribution.

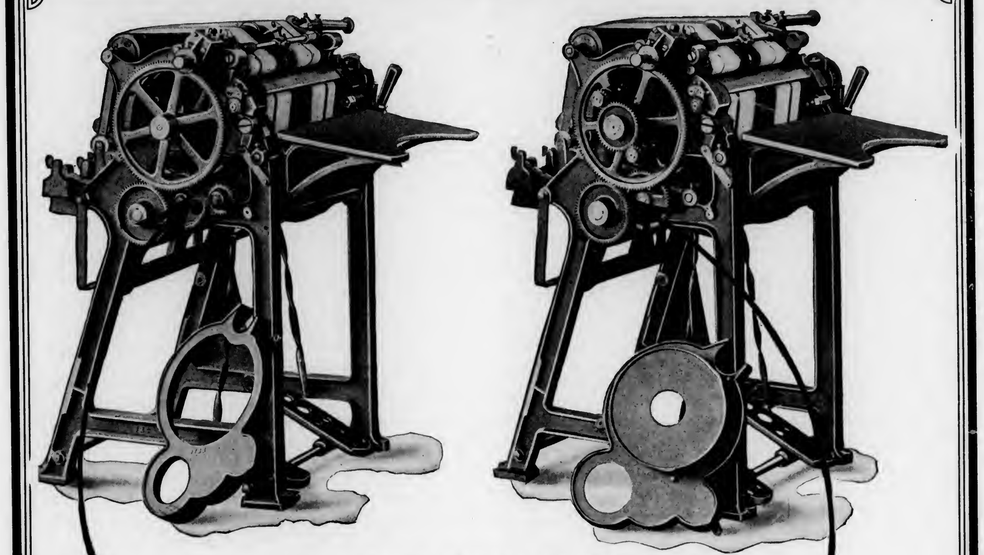
The Liberty Tobacco Co., of Scranton, distributors of "Girard" and "Madam Butterfly," I am informed, have taken on "La Palina" for Lackawanna County.

Mr. Abe Rosenberg, of the Acme Products Co., is now the distributor in the Wilkes-Barre section of the "Amelia Garcia" cigar, which he is featuring in the 10 cent blunts in tins of one-twentieth. This is a very attractive label and is well placed.

Extensive improvements have been made in the Liberty Market Store of D. L. Ward, Wilkes-Barre. On this stand he has installed a pipe department that is up-to-date in every way, and the assortment of pipes would satisfy the most critical pipe smoker in shape, quality and price. Mr. Ward's recent sales on his "D. L. W." five-cent cigar were quite a success, at which time he ran very attractive window displays in his stores with the slogan (YOU HAVE TRIED THE REST, NOW BUY AND SMOKE THE BEST FIVE-CENT CIGAR, "D. L. W."). And he said to me that many took the tip and are coming back for more.

Dusel-Goodloe Co., Philadelphia, distributors for (Waitt & Bond) "Blackstone" cigars for Eastern Pennsylvania, Southern New Jersey and Delaware, report that this brand is making wonderful and rapid strides forward, and can be obtained in every community throughout their territory in most shops and particularly in the hotels, clubs, restaurants and cigar shops. This famous brand has made cigar history for over a quarter of a century, maintaining a standard of quality at its price at all times, and represents the utmost in smoke satisfaction.

(*Continued on Page 18*)



The New Model M Machine

1922 PLANETARY GEAR DRIVEN TYPE

THE 1922 Planetary Gear Driven Type Model M Universal Tobacco Stripping and Booking Machine enjoys many improvements and advantages over the "Old Belt Driven Type" machine.

All Model M Universal 1922 Planetary Gear Driven Type Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever. The 1922 Planetary Gear Driven Type Model M offers the following advantages:

1 Books fluffy, the stripped stock in right and left pads.
2 Does not "tear in" on the veins.
3 Stock does not pack or slip on the booking drum.
4 Overcomes the wrapping of stock around the brush.
5 Maintains uniform speed of machine and production.
6 Prevents entirely all "stalling and slipping" of the booking drum.
7 Eliminates the necessity of taping drums and drive rolls.
8 On small stock it is possible to book four pads (instead of two) on the booking drum.
9 Reduces to a minimum the cost of upkeep.
10 By eliminating all belt strain and tension greatly lengthens the life of the machine.

We Rebuild Old Model M's

into our New 1922 Planetary Gear Driven, Double End Stop Lever Type Machines, on a two weeks' working schedule at $250.00 each. We guarantee rebuilt machines as to workmanship and materials for the period of one year, just the same as we do new machines.

Today's Prices are:

The Model M Machine and Folding Chair $475.00
Individual Motor Drive Equipment, including ¼ H.P. Motor . 95.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S. A.

Can George Shuey Eliminate Tobacco Bug?

THE elimination of the tobacco beetle is a problem that is decades old and one which up to the present time has proved to be without a solution. And all this despite the efforts of the best brains of the industry and the scientific investigations of Government experts.

It is true that one or two methods now in use pretty thoroughly cleanse the leaf of infection as far as the living worm is concerned, but no treatment has yet been found that entirely destroys the egg or larva. So long as the cigars are shipped and sold promptly after manufacture, the destruction resulting from the beetle is almost negligible, provided the tobacco has been treated. However, if cigars are kept for any length of time under atmospheric conditions which are favorable to the development of life in the egg, the beetle will most certainly make its appearance.

George W. Shuey, of Cincinnati, Ohio, tobacco expert and president of the Tobacco Bug Exterminator Service, assures the industry that he has discovered a treatment which will not only destroy the living beetle but the egg and larva itself. This news is of the utmost importance not only to the leaf packer and cigar manufacturer, but to the jobber and retailer as well.

Mr. Shuey's tests have demonstrated, he says, the fact that he can positively reach the egg, larva, pupa or beetle itself and destroy it, provided he treats the leaf in a loose form, preferably before it is packed or after the blend is made in the cigar factory.

It is important to note that Mr. Shuey does not claim to destroy this germ either in baled tobacco or in manufactured cigars, for the reason that he cannot be sure of one hundred per cent. penetration in either of these forms. He states that his experiments under these conditions show that in nearly all cases where the beetle has reached the breathing stage in either the bale or cigar, his treatment kills them. But it is very difficult to reach the egg or larva in such circumstances, and so long as these remain unscathed the danger is ever present that they will develop and continue their work of destruction.

Leaf packers and cigar manufacturers are so impressed with Mr. Shuey's method that he is daily receiving invitations from all parts of the country to come and demonstrate his process.

At the present time Mr. Shuey's treatment is in operation in packing houses and cigar factories as well. While sufficient time has not elapsed for the packers or manufacturers to absolutely affirm the success of his treatment, nevertheless all reports to date indicate that so far as the work has proceeded there is complete satisfaction with the results.

Among the first cigar manufacturers in Tampa to recognize the importance of Mr. Shuey's claims was Ned Berriman, in charge of the factory of Berriman Bros., manufacturer of the "Jose Vila" and other brands. Mr. Berriman is ranked as a progressive manufacturer and is always anxious to give a fair trial to anything that has for its object the betterment of the industry.

Realizing the great benefit to be derived by the industry through the use of a treatment that would positively eliminate the tobacco beetle, Mr. Berriman promptly arranged for Mr. Shuey to give a demonstration of his treatment in his factory in Ybor City.

"It is impossible to figure in dollars and cents what it means to the leaf packer to be able to guarantee his tobacco to be beetle proof, or for a cigar manufacturer to guarantee his customers that the cigar will positively not develop beetles," said Mr. Berriman.

Mr. Berriman's plan for the test of the treatment is most thorough. He is first establishing the fact that the treatment does not change the character of the leaf or the aroma of the cigar. Next is the effect of such a treatment upon bands and labels. The third test is to prove whether or not the treatment absolutely destroys the egg as well as the living beetle.

For the purpose of the experiment Mr. Berriman had fifty pounds of a special blend treated by Mr. Shuey. This treatment was given in a specially constructed air-tight humidor in the Berriman factory and immediately after the tobacco had been treated the door was sealed by Mr. Berriman in the presence of other cigar manufacturers.

At the time this is written the tobacco, which was badly infested when placed under treatment, has been removed and so far as can be seen has been thoroughly cleansed by the treatment. Cigars are being made of this special blend, part of them from tobacco which has not been treated, and another part from tobacco removed from the humidor.

By the time this appears in print manufacturers no doubt will have had an opportunity to see if they can detect any difference in the taste or aroma of the treated and untreated cigars. This is the first real test, and Mr. Shuey claims that it will be found that this treatment has absolutely no effect upon the taste or aroma of the cigars. This experiment is of the utmost importance, for, regardless of whether it kills the beetles or not, it is valueless if the treatment in any way affects the character or taste of the manufactured cigar.

Another test is to take place shortly when the wrapper, binder and a regular blend of tobacco will be treated. This time the experiment will be to establish the fact that the treatment absolutely destroys not only the beetle but the egg as well. Cigars will be made up of both treated and untreated tobaccos. They will be packed at the same time and placed in humidors where the conditions will be identical for both the treated and untreated cigars. At the end of thirty days two boxes of cigars will be opened, one box will contain cigars made of treated tobaccos and one of untreated tobaccos. If bugs have developed in the latter and not in the former, it will be fairly satisfying evidence that the treatment does the work. The experiment will not stop here, however, but will be continued for an indefinite period. One box of treated cigars, and one untreated, will be opened every thirty days until the success or failure of the treatment is established beyond all reasonable doubt.

(*Continued on Page 18*)

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

BERING REGRESO

CORRAL, WODISKA Y CA.

MANUFACTURES OF

CLEAR HAVANA CIGARS

TAMPA, FLA.

LA-DUSE JULIA MARLOWE

WE CAN SUPPLY YOUR NEEDS FOR

LITHOGRAPHED WINDOW DISPLAYS

IN ANY QUANTITY FROM 100 UP

WE SPECIALIZE IN SHORT RUNS AND LARGE QUANTITIES OF

Cardboard Screens
Panels
Cut-outs
Easel Displays
Hangers
Posters
Small Card Signs

LET US CONSULT WITH YOU FOR YOUR 1922 NEEDS

Rex Window Advertising Co., Inc.

71 W. 35th St., New York City

SHEIP
&
VANDEGRIFT
INCORPORATED
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CIGAR BOXES
QUALITY AND SERVICE
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FLOR DE NARVEZ
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WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

Tobacco Bug Elimination

(*Continued from Page 16*)

The industry can well realize what it will mean to be able to manufacture stocks of cigars ahead in the dull seasons of the year. The jobbers and retailers can also appreciate what it will mean for them to be able to get their orders filled in full during the holiday season. And above all the relief that will come to the entire industry with the establishment of the fact that the tobacco beetle is no longer a danger to the financial resources of a business or to the prestige and goodwill of a brand.

Once the success of this treatment is established, the real place for the extermination of the egg and beetle is at the source. The nearest approach to the source is the packing house. Here the tobacco can be treated before it is packed in bales and all infestation stopped at the source. The treatment of the tobacco after it has been blended in the cigar factory is claimed to be equally effective, but between the packing house and the cigar factory the destruction of leaf by the beetle takes place at an alarming rate, and the damage each year to leaf alone can be estimated at tens of thousands of dollars. If Mr. Shuey's treatment is a proven success, leaf tobacco can be treated at the packing house before it is baled. Infestation will be immediately stopped and a tremendous annual loss due to wormy tobaccos will be eliminated.

Progressive manufacturers throughout the country are watching Mr. Shuey's work with deep interest. And meanwhile the results of the tests being made in the Berriman Bros. factory in Tampa, Fla., are being awaited by the entire industry.

THE TOBACCO WORLD is following Mr. Shuey's experiments in various sections of the country, and complete reports of the results obtained will be printed in this publication as rapidly as the experiments are completed.

The Anthracite Region

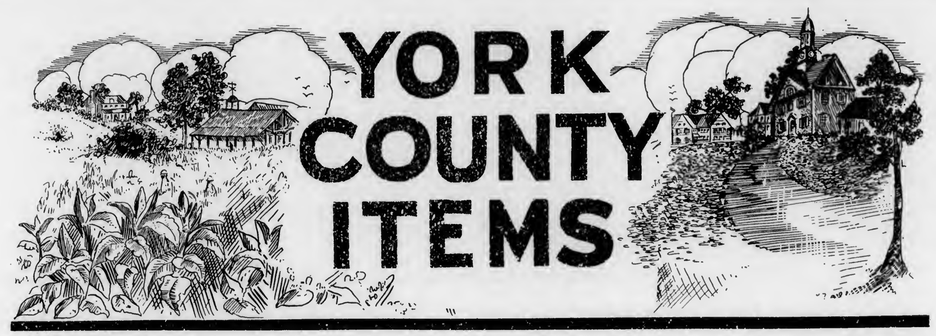
(*Continued from Page 14*)

I note a number of very attractive window displays in the Wilkes-Barre and Scranton section on (Liggett & Myers) "Piedmont" cigarettes. This brand has grown to be very popular in the upper coal fields and has made many friends.

Mose Heiston, Wilkes-Barre, who for a number of years has been the distributor of "Juan Portuondo" cigars, is still the distributor of the above-mentioned brand, along with several others. He recently has taken on a cigar packed in tins of one-twentieth, "United Seal," which is a very promising looking cigar. Mr. Heiston still conducts his popular retail cigar store and poolroom on Public Square, Wilkes-Barre, which still maintains its popularity.

The coal miners' strike is over, the men are back at work and thousands upon thousands of tons of coal are being put on the surface. The railroads are humming with activity and thousands of cars, train after train, are carrying this coal to market.

BLACK DIAMOND.



York, Pa.

THERE seems to be no let-up in the cigar business in this section. All the manufacturers report trade good, and most of them are trying hard to increase production.

W. H. Snyder & Sons have closed one small branch factory on the west side owing to lack of enough cigarmakers to make it profitable, but they are working their main factory at Windsor and five other branches to full capacity, the bulk of the business being on their "Country Club" and "Pollyanna," both 5-cent cigars.

W. H. Falkler & Son report that they are very busy and orders continuing to come in for their product. Joe Aldridge being the biggest seller.

Pfaltzgraff Bros., Jefferson Avenue, leaf dealers, are offering a fancy packing of 1917 Pennsylvania B's, also a full line of Connecticut tobaccos. They say business is good with them.

The H. A. Stoothoff Co., 50 East Clark Avenue, are very busy shipping out their product.

James Monroe Preston was in York spending a few days with Ellis I. Myers. Jim says he has the best line that is possible to produce. His "Puncher de Luxe" (S. Monteoro y Ca) hits the line every time.

York's new cigar box factory is coming along nicely, and Sam Brenner, of the Brenner Cigar Box Co., Inc., 20 North Penn Street, says he is getting his share of orders for cigar boxes. Sam was formerly with the York Cigar Box Co.

Harry E. Hain, general distributor for "Dependo" cigars for southern Pennsylvania and western Maryland, with the assistance of E. C. De Putron, general sales manager for Smith Cigar Mfg. Co., Reading, Pa., makers of "Dependo" cigars, is putting on a big campaign on this cigar and it is going over big; E. C. having placed it in all the leading cigar stores in the two weeks' special work, opening more than seventy new accounts for this popular smoke. Must be good when orders duplicate within a few days after being introduced.

J. H. Stiles, leaf tobacco, has returned from Florida, where he attended the annual meeting of the directors of the Planters Sumatra Co., at Quincy, Florida.

"Ollie" Butterwick, of H. Duys & Co., New York, reports that past month was a record breaker on Sumatra sales in York County; says his house is getting 85 per cent. of the Sumatra business around here. The most of his trade say they will continue to use Sumatra on their product.

Saylor Bros., West Market Street jobbers, are making a special drive on a high grade cigar, "Tedello." They report that the better sizes, "Exceptionals" and "Presidents," at 15 cents straight, are going big.

Young & Busser Co., Centre Square, carry a complete line of cigars, tobacco, and smokers' articles; in fact, everything to satisfy the smoker. They carry about one hundred and sixty of the leading brands of imported and domestic goods, ranging from a cigar at 5 cents to one at 65 cents each. This old time stand is the "drop in" place for the cigar and tobacco fraternity.

Lloyd B. Myers, who has the cigar stand in the new St. George Hotel, corner Philadelphia and George Streets, reports his business good. Lloyd also jobs the "York Imperial" cigar, as well as the "Keen Kutter," for this territory.

Blair Saylor, Square Cigar Store, York, Pa., reports business good. This house, in addition to retailing cigars and tobacco, also does a nice jobbing business on cigars, candy and soft drinks.

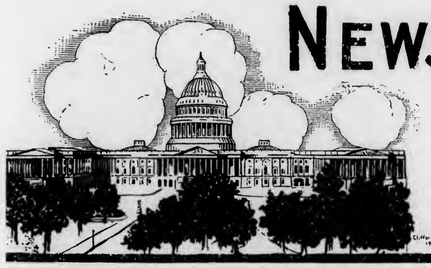
George Y. Malone, of the Florida Sumatra Tobacco Co., Quincy, is calling on his trade and showing samples of 1921 wrappers. He reports that his house is busy assorting the 1922 crop, which is one of the best crops they have produced in recent years. This house packs only what it grows under shade on its own plantations.

While in the office of C. S. Gable the other day we heard the voice of Henry, of Pasbach-Voice Litho. Co., and the voice being so cheerful we assumed that Henry was getting plenty of business. Henry says the sweetest music to a salesman's ear is to hear the customers calling for their goods, and, "why don't you hurry out our labels and bands"?

At the plant of John H. Baker Tobacco Co., the scrap machines are busy cutting up scrap to fill orders that are coming in as the result of their ad in THE TOBACCO WORLD. THE TOBACCO WORLD sure brings in the inquiries, which same inquiries are turned into orders for the product. We are well satisfied with returns from the ad.

Merchants Cigar Box Co., Dallastown, Pa. This plant is very busy turning out cigar boxes. Mr. Sprenkle says that they have production up to sixty thousand boxes per week again. This shows that our predictions, as to tins taking a back seat, and wood containers, the only real container for cigars, would come back to its own, was not so far wrong.

(*Continued on Page 20*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

IMITATIONS of American cigarettes, bearing counterfeit Internal Revenue stamps, are seeping into various European countries from Germany, according to information which has reached Washington. Specimens of the fake cigarettes have been received by Federal officials, who are scrutinizing the case with a view to determining whether there is any action which can be taken to prevent the counterfeiting of stamps.

So far the only cigarettes to be received in the United States are "Camels." The package is a pretty good imitation of the real thing, and would fool practically anyone not thoroughly familiar with the "Camel" label. The contents also bear the word "Camel" in the same type as the original, but are composed of a totally different tobacco and are more loosely packed. The stamp, however, is readily susceptible of detection and is a very poor counterfeit.

The counterfeit stamp on the German imitation "Camels" is lighter in color than the Government stamp. The picture is a very poor likeness of DeWitt Clinton and the shading is badly executed. The type used is very different from that of the Government, and the stamp, instead of bearing the words "Class A 20" at the top, says "20 cents." The bottom of the stamp also is different.

While the laws of the United States prohibit the counterfeiting of the securities of any foreign government, it has not been determined yet whether there is any similar restriction in Germany or whether there is any clause in German-American treaties which bears upon the question. The matter of imitating the package, of course, is up to the manufacturer affected, but the Government has an interest in preventing the counterfeiting of the Internal Revenue stamp.

Reports received at the Department of Commerce show that imitations of American cigarettes, put out by German manufacturers, are flooding the market in Holland and other European countries and are doing much to depress the cigarette manufacturing in those nations. The cost of labor in Germany is much lower, because of the depreciated value of the mark, than in any of the countries to which the cigarettes are sent, and, until recently, cigarettes and cigars were manufactured with home-grown tobacco. Of late, the domestic stocks have been exhausted and Germany has been forced to make importations, much of the tobacco so imported being bought in Amsterdam, but even under these conditions, the German-made cigarettes and cigars are undermining the domestic products of other countries.

In addition to the imitation cigarettes there is much complaint among European manufacturers of the competition afforded by war stocks of American cigarettes which are still on the market in Holland and other countries. No figures as to the quantities of cigarettes, either imitation of war stock, can be secured, and there is some doubt as to which is which, the imitation cigarette frequently being mistaken for goods sent from the United States for our troops while they were abroad.

There is no doubt, however, that the European cigarette and cigar manufacturers are in a bad way, and much of their trouble is laid to the activities of Germany, whose competition, in reports received in Washington, is characterized as "deadly."

Many American manufacturers who attempt to sell goods in South America are defeating their own efforts by their lack of knowledge of the Spanish language, and the colloquial speech of the countries in which they advertise, according to reports received at the Department of Commerce. So widespread has the use of poor Spanish become that Secretary Hoover has appointed a committee of advertising men to take the matter of correct advertising in foreign tongues up with American exporters. Copies of numerous advertisements have been received in Washington as exhibits of the carelessness with which many manufacturers treat their foreign advertising; many are merely incorrect in grammar, but some are nothing short of ludicrous, and cannot but have a bad effect upon American goods in general wherever they appear.

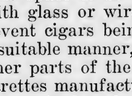
Mistakes of a minor nature are perhaps pardonable, although it would be expected that advertising men would employ only persons thoroughly versed in the intricacies of Spanish, but when an advertisement endeavoring to praise the qualities of a drink made of the pure juice of Concord grapes boldly declares to all readers that the beverage is a "pure pumice of fingernails of Concord—without adding nor subtracting nothing," a very strong impression is gained that the "native Spaniard" in this case was brought up in the Bronx and lived his Spanish life in a high school classroom. However commendatory such effort may be on the part of the aspiring student, it is doubtful if such action is serving the best interests of the American manufacturer, and it is the hope of department officials that the committee will be able to eliminate such practices.

News from Congress

An accurate description of premises to be bonded as a tobacco factory must be furnished in the manufacturer's statement filed with his bond, according to a ruling of the Bureau of Internal Revenue. The premises to be bonded as a factory must consist of at least an entire room, or two or more rooms, to be restricted exclusively to the business of manufacturing, and no space may be included in the description where such space is to be used as a public thoroughfare.

This ruling was rendered by the Bureau in response to a request by manufacturers as to whether they would be permitted to bond the building in which the International Tobacco and Allied Trades Exposition is to be held in New York next February, without requiring each individual exhibitor to qualify as a tobacco, cigar or cigarette manufacturer. The bureau's ruling is based upon those sections of the revised statutes and regulations governing the subject which have heretofore been in force.

It will be necessary for the exhibitors desiring to engage in the business of manufacturing tobacco, cigars or cigarettes to have a definite space allotted in the exhibition building in which to qualify separately as a manufacturer of tobacco or manufacturer of cigars and cigarettes as the case may be, by registering, giving bond, and paying special tax and performing all the acts required by law and regulations of such a manufacturer. The space to be used as a factory must be enclosed with glass or wire netting of small enough mesh to prevent cigars being passed through it or in some other suitable manner, so as to separate such space from other parts of the building. All tobacco, cigars or cigarettes manufactured at the exhibition factory will be required to be properly packed, branded, labeled, and stamped before removal therefrom.



Industrial activity throughout the country is successfully maintaining the level which it attained several months ago, according to reports which have been received at the Department of Commerce. The department's survey of current business, covering the month of September, shows that, with the resumption of coal mining and the settling of the railroad strike, there has been increased activity in many industries. Employment continues its advance toward normal, reaching in September its best condition since December, 1920. There is a steadily lessening surplus of idle freight cars, indicating an increased movement of manufactures and other commodities. This is also shown by the figures for the freight movement, which shows that the average loading of freight cars has increased, and outside of the loadings in October, 1921, which were greatly increased on account of the strike threat, were the largest since October, 1920. Business failures made a noticeable decline in September, reaching the lowest point since August, 1921, in both number and liabilities. Exports increased slightly over August, while imports, for the first 21 days in September, were made at a higher daily rate than in August.

(*Continued on Page 21*)

STICK TO Cinco - IT'S SAFE

2 for 15c everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

THE short cut to the critical smoker's custom is via the Bayuk line.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York: 119 Lafayette Street Phone Franklin 3166

AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK PRODUCTS
A CIGAR FOR EVERY TASTE HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
HAVANA RIBBON
MAPACUBA
PRINCE HAMLET
THE CRITERION OF QUALITY
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING

PRINCE HAMLET MAPACUBA PHILADELPHIA HAND MADE
HAVANA RIBBON CHARLES THOMSON

to the fact that unless you pack your cigars in quality cigar boxes, you detract from the quality of the cigar. For appearance sake order your cigar boxes from us. :: :: ::

MONROE JARRETT & SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

York County Items

(*Continued from Page 18a*)

Jacob Streavig & Co., Red Lion, are busy on their brands of cigars.

At the Enterprise Tobacco Co., Red Lion, Mr. Toomey, of this firm, reports business good. Their new warehouse is nearing completion, and they expect to get into it within the next two weeks. The addition is 112 feet x 60 feet, three floors, and will add considerable space for their growing business.

T. C. Smith, Red Lion, reports his factory very busy turning out "Sleepy Eye," 5-cent cigars. This brand being one of his leaders.

Levy Waughtel, representing Belvidere Tobacco Co., York, Pa., is always on the job. No matter how the weather, one may always meet Levy in the many cigar factories of his territory.

Charles L. Coke, of F. M. Howell & Co., cigar labels, Elmira, N. Y., was calling on his trade past week.

JAY BEE.

Editorial Comment

(*Continued from Page 7*)

One of the leading exhibits will undoubtedly be the displays of mechanical devices for the production of cigars. Since an exposition was last held tremendous advances have been made along this line. The variety of machine equipment is expanding rapidly and as a result production is increasing wherever they are used. It has been the selling end that has developed the demand for the brands, and mechanical devices have made it possible to meet it.

New types of cigars have made their appearance in the past few years and these will create added interest for the consumer. Undoubtedly Tampa will contribute some of the finer exhibits, for no other city in the United States produces so many fine sizes of the clear Havana cigar. We can imagine the widespread attention that will be given the products of a certain Tampa factory which is supplying its brand for the holiday trade this year in eighty-three sizes. In workmanship these sizes represent the perfection of art in clear Havana cigars.

There would be no finer or more opportune moment to undertake a general propaganda for the benefit of the cigar industry than at this time. Undoubtedly more manufacturers and more representatives of the cigar and allied industries will be in New York during that week than can possibly be brought together by any other method. The time is ripe for telling the pleasures of a cigar to the entire nation.

News from Congress

(*Continued from Page 19*)

A large appropriation wil be asked of Congress when the short session convenes to enable the United States Tariff Commission to undertake the duties imposed upon it under the new tariff law. Already a large number of cases have been submitted, which must be carefully investigated, and it will be necessary for the commission to have a big staff of clerks, and of commodity and legal experts to carry out this work.

Every effort is to be made to keep the procedure of the commission as simple as possible in order that the work may be expedited. When a case is filed the commission will pass upon the merits of the application, the need for an investigation, and whether or not the application comes within the provisions of the law. Should such a survey prove that an investigation is desirable, the primary question would be the cost of production of the imported merchandise and of the domestic products involved.

Any importer or manufacturer in this country seeking relief under the flexible provisions of the tariff law may apply to the commission for an investigation, giving the reason why such inquiry is deemed necessary, and file a statement of differences in cost of production at home and abroad, or other conditions of competition. It is believed that most of the requests for relief will be for a reduction in duties, in which cases the applicants will be required to show that the duties in the new law are so high as to prevent the importation of the foreign articles in which they are interested.

A number of articles which have heretofore been imported in large quantities which have no corresponding or comparable American product have, it is claimed, been included in some of the paragraphs carrying a high duty, making it difficult and possibly impossible for the importers to continue bringing them into this country, although they may not come at all into competition with domestic goods.

The creation of a governmental agency to advise and supervise the activities of business organizations is favored by Attorney General Daugherty, who believes that the violations of law by business men can be reduced to a minimum if the Government will only provide a means of assisting them to keep within the law.

According to the attorney general, men who take an active interest in the extension of the activities and usefulness of trade associations have little to fear from the Government, so long as they make an honest effort to do the right thing. By setting up the necessary machinery to pass on the plans of business organizations he believes that the American producers will be enabled legitimately to strengthen their hands in search of markets, and at the same time the Government will avoid much expense of investigation and litigation.

(*Continued on Page 22*)

Anyone Can Sell "Gold Dollars" for Ninety Cents, a Real Salesman Turns "Ninety Cents" into a Gold Dollar!

In Which Class Do You Belong?

Cigar Smokers

Are demanding a high grade five-cent cigar. Are you prepared to meet this demand at a profit to yourself?

Progressive Manufacturers

Are meeting the problem by using Automatic Machinery. Low production costs mean returning prosperity for the cigar manufacturer.

Be Up With The Leaders

Are you keeping abreast of the times? "Machine Made" means "Clean Made." Your cigars will "look better," "smoke better" and "cost less" than your competitors.

Install Cigar Machines Now

Make a "real smoke" for five cents and show a profit for your company.

INTERNATIONAL CIGAR MACHINERY CO.
5520 2nd Avenue - BROOKLYN, N. Y.
EXPERTS ON ALL TYPES OF TOBACCO MACHINERY
"Fresh Work" Cigar Machines "Mold Rolling" Machines

Always Pleasing Always Pleasing

LAS VEGAS
A
GOOD CIGAR

IMPORTED JAVA WRAPPER
HAVANA FILLER

10 Sizes—10c to 3 for 50c

We have left certain territories to offer distributors at this time on account of our increased production, and live distributors would do well to get in touch with us—Las Vegas is less than a year old and is now sold by some of the largest and best jobbers in the U. S. This brand is now being sold by the millions.

F. VEGA & CO.
1361-63 Gratiot Ave., Detroit, Mich.
Factories: Detroit, Mich.; Dayton, O.

Smoke
C. H. S. CIGARS

The Best
5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

News from Congress

(Continued from Page 21)

"The Government does not want to be a muck-raker, nor does it desire to interfere with legitimate business," declared Attorney General Daugherty in a prepared statement. "On the contrary, it desires to help legitimate business in every legitimate way. The Government could institute many more cases against business concerns and associations in order to test the question as to whether or not they are strictly complying with the Sherman Anti-Trust Law, but it would require such a force of men and take so much of the time of the courts that it would be impossible. The desirable thing to do is to bring such cases as cannot in good conscience be avoided and dispose of them as promptly as the clogged condition of the courts will permit, so that the law can be made plain and those who violate the law, thus made as plain as possible, will be compelled to take the consequences of their acts.

"Ninety per cent. of the business men of the country are men of good conscience and desire to observe the aw. The trouble is that many professional organizers conceive schemes and plans that cut corners quickly. Their business is to get around the law, if they can, and they frequently advise business to take chances and to do things that the law does not permit."

The mode of procedure under which the so-called flexible provisions of the new tariff law will be administered have just been made public by the United States Tariff Commission. These provisions of the law vest in the President the power to increase or decrease tariff rates for the purpose of protecting American manufacturers, after an investigation by the Tariff Commission has shown that such action is necessary to equalize the differences in cost of production in the United States and the principal competing countries. He is also empowered to take such other steps to place American manufacturers on an equal footing with the manufacturers of goods imported into this country as may be found necessary.

Any person, partnership, corporation or association may make application for an investigation under the flexible tariff provisions. No special form is nessessary, but each application must contain a short and simple statement of the relief sought and the grounds therefor. No investigation will be ordered by the commission unless the application or a preliminary investigation discloses to its satisfaction that there are good and sufficient reasons for the inquiry. All hearings will be public, except where the commission orders otherwise.

It is further pointed out, in the rules of procedure, that while, under the law, the commission is to make investigations upon application, it can also initiate investigation if it deems such action desirable.

While the provisions of the tariff law under which the Tariff Commission operates are designed to protect American manufacturers, the protection of export interests also is cared for, in Section 317.

CHARLES J. SPEITZ VISITS THE EAST

Charles J. Spietz, "The Master Blender" of the tobacco used in the manufacture of "Robert Emmet" cigars, was in the East for a short time last week. Mr. Spietz explained his trip by stating that the enormous demand for "Robert Emmets" was the cause, as his mission was to buy more leaf.

E. POPPER ADDS ANOTHER "OTTINA" SIZE

E. Popper & Co., Inc., manufacturers of the famous "Ottina" cigars, of New York City, are announcing to the trade the latest addition to the "Ottina" group—"Governors," to retail at three for 50 cents. This cigar is sumatra wrapped and filled with choicest Havana, and backed by the usual Popper guarantee.

NEW HEAD FOR PORTO RICAN AGENCY

Announcement is made that J. F. Vazquez will be succeeded by W. L. Dannahower as agent of the Porto Rican Tobacco Guarantee Agency, with offices at 126 Maiden Lane, New York City.

Mr. Dannahower is a tobacco man of wide experience and has several new ideas which he hopes to use successfully to bring about an increase of Porto Rican tobacco in this country. No change in the address of the offices of the Porto Rican Tobacco Guarantee Agency is contemplated.

WIS. CO-OP. PLANS INNOVATION

The Northern Wisconsin Co-Operative Tobacco Growers' Association proposes to sell a portion of the tobacco of the growers in bundles, which will no doubt lessen the work of the association and also enable the buyers to make better selections and to exercise their own judgment as to packing. It is believed that this plan will enable the association to dispose of a portion of their tobacco at a considerable saving and will also please the manufacturer.

DEARSTYE BROS. IN NEW HEADQUARTERS

The formal opening of Dearstyne Bros.' new headquarters at Steuben Street and Broadway, Albany, New York, is an example of the rapid growth of this well known house. The building has been entirely remodeled to suit their special requirements and some of the finest sample rooms to be seen today are among the many improvements made. Metal shelving has also been installed throughout as one of the requisites for the sanitary storing of cigars and candy, and, in fact, nothing has been spared to make this one of the finest equipped warehouses in the country. Large stocks of candy and cigars are always on hand to insure immediate shipment of rush orders.

MARCUS L. FLOYD JOINS CONN. CO-OP.

Another development of interest to those following the organization of the Connecticut Co-Operative Association of Tobacco Growers is the acquisition of Marcus L. Floyd, well known expert tobacco grower and packer, to assist Fred Griffin in the raising and packing of shadegrown for the association. Mr. Floyd has been associated with Mr. Griffin before in a similar capacity at the time Mr. Griffin was looking after the interests of the American Sumatra Tobacco Co. in the Connecticut Valley and there is no reason to doubt that the same splendid team-work on their part in this new venture will result in the same excellent results as in their previous association.

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · TOBACCO · PRODUCED · IN · PORTO · RICO
CON · TABACO · PRODUCIDO · EN · PUERTO · RICO
½¢
MEDIO CENTAVO
HALF OF ONE CENT

YOU KNOW NOW

exactly what your Porto Rican purchases are—the right source of growth of the tobacco.

The Government of Porto Rico Tobacco Guarantee Act protects you against any fraud or adulteration, by requiring that a Stamp designating the origin of the tobacco—either in the leaf or manufactured—be affixed to each container.

Look for this Stamp in all your purchases!—it is a real guarantee for the classification of the tobaccos. See if the color of the Stamp conforms to the class purchased:

WHITE—if of genuine P. R. growth.
PINK—of foreign source.
BLUE—when mixed P. R. with foreign.

For information write or call:

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
W. L. DANNAHOWER, Agent.
126 MAIDEN LANE - NEW YORK
TELEPHONE, JOHN 1379

GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · PORTO RICAN · AND · OTHER · TOBACCOS
½¢
MEDIO CENTAVO
HALF OF ONE CENT

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

HOW can a man get full, now that Mr. Volstead's little law is getting more and more upon the job?

Dr. Johnson, the great English scholar, said: "Reading maketh a full man." There is your answer, only it will make your head full, instead of your stomach.

Get the habit of realing your trade papers, Friend Dealer, Friend Clerk. It will put rungs in your ladder to success. Here is what a prominent business man said to me yesterday:

"A man who reads about improvement in business is likely to work out the improvements. I make a practice of reading my trade journals at least one hour each day. I always have a pad of paper and pencil handy so I can jot down the information before it gets away. I put the notes in my drawer, and regularly I go through that drawer and read over the notes. I usually find that about two-thirds of these notes are not applicable to my business, and I throw them away. About one-third of them are real gems. These I carefully study over from time to time and incorporate them in my business.

"Until I formed the habit I will confess that the close study of trade papers was a little tiresome, but soon this became very interesting, and in addition to giving me many valuable ideas, which have contributed largely to my success, the trade papers now give me a pleasant hour every day."

It's a great life if you don't weaken. Here is a young feller out in Toledo has been indulging in the chew from the time when the mind of man runneth not back to the contrary.

He has quit chewing. Yep! Sawed off! Stopped completely, eternally and forever! Says he has read in a woman's paper that tobacco is injurious, and therefore he has stopped, fearing he may be cut off in the glad morning of promising youth.

I am not a paid attorey for chewing; there are quite a number of other things I would rather tickle my palate with than tobacco, but, gee, if the gentle and pleasing stimulation that came from a daily "chaw" should help to keep me alive, and healthy, and cheerful and happy till I were eighty-one, I would think long and earnestly—say ten or twenty years, or so—before I gave up the habit.

I am scanning my Toledo paper more carefully than before, having a vague expectation of running across his obituary, and if I see it I will duly advise you of the same, so you can hold it up to your customers as a horrible example of a man who dropped a good thing after using it a lifetime.

Did you see that letter, published in a recent issue of the Philadelphia *Public Ledger,* written by a Mr. Barry in Ocean City, New Jersey?

Like a few other folk in this country, Mr. Barry is a smoker, and in support of this habit he quotes a paragraph from the writings of Lord Bulwer Lytton which is well worth reading.

"He who does not smoke," wrote Lytton, "has either known no great grief or refuses himself the softest consolation next to that which comes from heaven. The young man may ask, what is softer than woman? but I reply that a woman teases as well as consoles. Woman makes half the sorrow which she boasts the privilege of soothing. Woman consoles us, it is true, when we are young and handsome; but when we are old and ugly woman snubs and scolds us. On the whole, then—woman in this scale, tobacco in that—I ask Jupiter to hang out his balances and weigh them both. If he gives preference to the woman, all I can do is to advise him when next his wife, Juno, ruffles him, to try the weed, Jupiter; try the weed!"

Mr. Manufacturer, kindly listen with sympathetic interest.

An editorial in a recent issue of *Printer's Ink,* a leading journal of advertising, states that there is scarcely another subject in the whole realm of modern advertising in which manufacturers have a more vital interest than that of making better merchants and better business men out of the retailers who handle their products.

In many lines of industry it is amazing to what extent the manufacturers lend themselves to the important work of assisting the retailers to become more efficient distributors.

They don't assist in a narrow, small way, with their own products only, but with broad-gauge vision they assist the retailers in every possible way.

A tremendous field of usefulness lies untilled before every manufacturer in this line. Not merely in furnishing signs and window trims to help sell their own products, but in training the retailers into better business methods.

When each manufacturer works with the retailers in the narrow policy of helping retailers advertise and sell his own products only, he defeats his own purpose. He clears out the placards of other manufacturers and fills the windows with his own products and signs, In a short time—perhaps a few days—another manufacturer clears out these advertisements and replaces them with his own. Thus the merry war goes on with an enormous amount of waste.

Here is an idea; an idea for a selling stunt.

Get a newspaper or magazine picture of some popular base ball player or movie actor. Let him be laughing, or smiling, if possible.

Take it to your sign painter, tell him to cut off the lower part of his face, just below the eyes, paste the upper part on a sheet of cardboard, draw the outlines of smoke up to his eyes, so it will look as though the lower part of his face was concealed by the smoke, then have him letter under it something like the following:

"This is one of our popular base ball players, enjoying one of our popular 'Presto' cigars.

"Can you tell who he is?

"The first one giving his name will receive, free, half a dozen fine cigars."

Put it in your window. Call attention to it. If the picture is small, mount it on a large cardboard, and have the sign painter paint a sort of frame around the edges; wide, dark and showy.

Every one passing your store will see his; many will stop to read. One will perhaps come in, give the proper name and claim the prize.

If you prefer you might offer one cigar to each of the first half dozen persons who give you the correct name.

Don't stop with one such stunt only. Run a similar stunt every week for quite a number of weeks. The expense will be trifling, and you will impress the existence of your store on the consciousness of many.

Try it, and write particulars to the Business Building Department.

INTRODUCE "POLO" CIGARETTES

"Fifteen better cigarettes for ten cents" is the inducement offered to smokers by the Liggett & Myers Tobacco Company, in introducing "Polo" cigarettes in this city.

Backed by a liberal use of newspaper advertising, "Polos" are being given widespread publicity with the object of convincing smokers that for the price "Polo" is the best cigarette value in the market.

Realizing that it is a true indication of "old times" to be able again to push a quality cigarette in a dime package, the manufacturers have adopted a lively new slogan for the present advertising campaign. "That's more like it" is the caption which accompanies the photographic cartoons of delighted "Polo" smokers.

It is believed that "Polo" will "catch on" instantly, not only because of its attractive price, but because of the widely recognized reputation of Liggett & Myers for putting good tobacco into their products. Tobacco experts concede that "Polo" is an unusually good-tasting smoke. This is due to the fine quality of Virginia, Burley and Turkish tobaccos used, and also the unusual way in which the tobaccos are blended.

The black and red package is a fitting container for a quality smoke—one of the handsomest packages that has ever been put out. Nor have the manufacturers skimped in quantity in order to put up a quality smoke in a dime package. Every "Polo" cigarette is full weight and full size.

CINCINNATI FIRM MOVES TO NEW QUARTERS

The E. F. Gray Tobacco Company has moved its factory and offices from 810-12 Broadway to the southeast corner of Pearl and Vine Streets.

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER

J.G.DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

CIGARETTE MACHINES **AUXILIARY MACHINES** **TOBACCO STEMMING MACHINES**
CIGARETTE PACKING MACHINES

Nearly a half century ago the original Cigarette Making Machine was offered by our Company to the manufacturers, thereby revolutionizing the Cigarette Industry.

Since then we have grown and developed, by serving the interests of our customers.

Today more than 5,000 of our machines are in daily use throughout the world.

Catalogues and quotations upon request

UNITED CIGARETTE MACHINE COMPANY
INCORPORATED
LYNCHBURG, VA., U. S. A.
Canadian Representative: GEORGE E. GOLDSTEIN 310 Nicholas Bldg., Montreal
Cuban Representatives: LARRAZABAL Y CIA Calle De Concordia No. 5, Habana

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

SOEDER'S POTOK CIGAR:—42,826. For cigars. October 7, 1922. Fullerton Cigar Co., Chicago, Ill.

CYRUS CURTIS:—42,827. For cigars. October 9, 1922. C. B. Henschel Mfg. Co., Milwaukee, Wis.

ALVALOCA:—42,826. For all tobacco products. October 7, 1922. The Mochle Litho. Co., Brooklyn, N. Y.

THE E. SCHILLER SMOKER:—42,829. For cigars. October 4, 1922. L. A. Helbock, Portland, Ore.

GLIDER:—42,830. For all tobacco products. September 13, 1922. American Litho. Co., New York City.

THEATERPAUSE:—42,831. For cigars. October 5, 1922. Leo Gumpert, New York City.

WILLIAMS' 4-30-7:—42,833. For cigars. October 7, 1922. Sherts Cigar Co., Lancaster, Pa.

FINANCIAL DISTRICT:—42,834. For cigars, little cigars and cigarettes. October 13, 1922. Val De Oro Cigar Co., Inc., New York City.

KISH BROS.:—42,835. For cigars and cigarettes. October 13, 1922. Kish Bros., Detroit, Mich.

TAMPA'S OWN:—42,836. For cigars, cigarettes and cheroots. October 16, 1922. A. Montero, Tampa, Fla.

BRETZ'S LONDRES:—42,837. For cigars. October 17, 1922. The Roby Cigar Co., Barnesville, Ohio.

RAM INN:—42,838. For smoking tobacco. October 16, 1922. Geo. Holtz & Son, Wood Ridge, N. J.

SAMARGO:—42,839. For cigars. August 28, 1922. S. Goldhoff, Detroit, Mich.

FAMOUS MASTERS:—42,840. For all tobacco products. October 14, 1922. Cole Lithographing and Printing Co., Chicago, Ill.

TRANSFERS.

DELPHO ROYAL:—42,810 (Tobacco Merchants' Association). For cigars, cigarettes and tobacco. Registered September 28, 1922, by F. M. Howell & Co., Elmira, N. Y. Transferred to Delphos Cigar Co., Delphos, Ohio, October 6, 1922.

TAMPA DANDY:—29,833 (Tobacco World). For cigars, little cigars, chewing and smoking tobacco. Registered February 24, 1914, by B. F. Russell, Valdosta, Ga. By various transfers acquired by Mrs. T. H. Wilcox, Tampa, Fla., and re-transferred to Lopez, Alvarez & Co., Tampa, Fla.

ROBERT MANNING:—16,199 (Tobacco World Registration Bureau). For cigars, cigarettes and cheroots. Registered September 15, 1908, by Heywood, Strasser & Voight Litho. Co., New York City. Transferred to The Quality Cigar Co., Red Lion, Pa., October 20, 1922.

PROVANA:—16,593 (Patent Office). For cigars, and **24,254** (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 1, 1912, and April 4, 1912, by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., and Kaufman, Pasbach & Voice, New York City, respectively. Transferred to E. R. Miller, Webb City, Mo., April 3, 1920, and October 5, 1922, respectively, and re-transferred to E. R. Miller Cigar Co., Webb City, Mo., October 10, 1922.

"FATIMAS" BACK TO OLD PRICE

One of the season's most important announcements in the post-war readjustment of prices is the news that the price of "Fatima" cigarettes has returned to 20 cents for twenty.

Smokers and dealers alike have naturally waited for "Fatima," as the quality leader of the "Turkish Blend" type of cigarette, to give the most authentic indication of the trend of cigarette prices, so that this announcement, just made by the Liggett & Myers Tobacco Co., is perhaps the most authoritative development since the price-cutting movement among the cheaper brands was started some months ago.

At "Fatima's" price, it is difficult to imagine the smoker who cannot afford to be discriminating, for after all it is doubtful if there is another cigarette on the market so highly respected by so many men. In fact, the claim is made, and justified repeatedly in ever-increasing sales, that there is "no other cigarette of such quality at such a price."

It is true that even at its new price, "Fatima" still sells for a few cents more than the ordinary Turkish blend cigarette, but the slightly higher price is more than compensated for by the extra amount of Turkish tobacco used in its blending, which gives the cigarette its famous "balance"—that rich aroma balanced with body, that smoothness and delicacy of flavor that have set "Fatima" apart since the first from all other cigarettes.

AHRENHOERSTER JOINS A. B. S.

The American Box Supply Company, of Detroit, Michigan, has gained a valuable acquisition to their selling force in the person of Frank A. Ahrenhoerster, who was formerly with the Wiedmann-St. Louis Cigar Box Company, of St. Louis, Missouri, he having been associated with the St. Louis concern in a similar capacity for a number of years. Mr. Ahrenhoerster will cover the Middle West as a general representative, and because of his wide acquaintance and being fully familiar with this supply line, coupled with his popularity and selling ability, there is no doubt but that this arrangement will prove very beneficial and spell nothing but success.

TOPLITZ MAKES HEADQUARTERS IN DETROIT

The Pasbach-Voice Lithographing Company, of Brooklyn, N. Y., announce their representative in the Middle West, Henry A. Toplitz, has now permanently established his headquarters in the City of Detroit, Michigan, and will temporarily reside at the Hotel Statler, until he can obtain permanent quarters. This arrangement will enable Mr. Toplitz and Pasbach-Voice Lithographing Company to render still better service than in the past and Mr. Toplitz will be very glad to render any service possible to his many friends. Just as soon as Mr. Toplitz is able to establish a permanent residence in Detroit his many friends in the trade will be so advised.

LORILLARD AND TOBACCO PRODUCTS FILE ANSWER

P. Lorillard Company and the Tobacco Products Corporation have filed answer to the Federal Trade Commission's complaints, Docket numbers 908, 909 and 911, in which they have asked dismissal to the complaints named. The complaints charge unfair methods of competition. The Tobacco Products declares: "It is not true that this respondent has factories in the State of Virginia and any other States in the United States."—"Is not engaged in the business of manufacturing cigars, cigarettes and other tobacco products."

The P. Lorillard Company denies that "it is difficult for a wholesaler or retailer of tobacco products to successfully conduct his business without a continuous supply of said products of respondent."

Several allegations of the Commission's complaints are denied and in other cases they plead lack of knowledge of such practices as are set forth in the complaint and therefore request dismissal.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
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Be sure and see *our* samples before placing your order.
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PACKERS
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Connecticut Shadegrown Wrappers

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Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

NOVEMBER 15, 1922

VOLUME 42 — NO. 22

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THE TOBACCO WORLD

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February 3d to 10th inclusive, 1923

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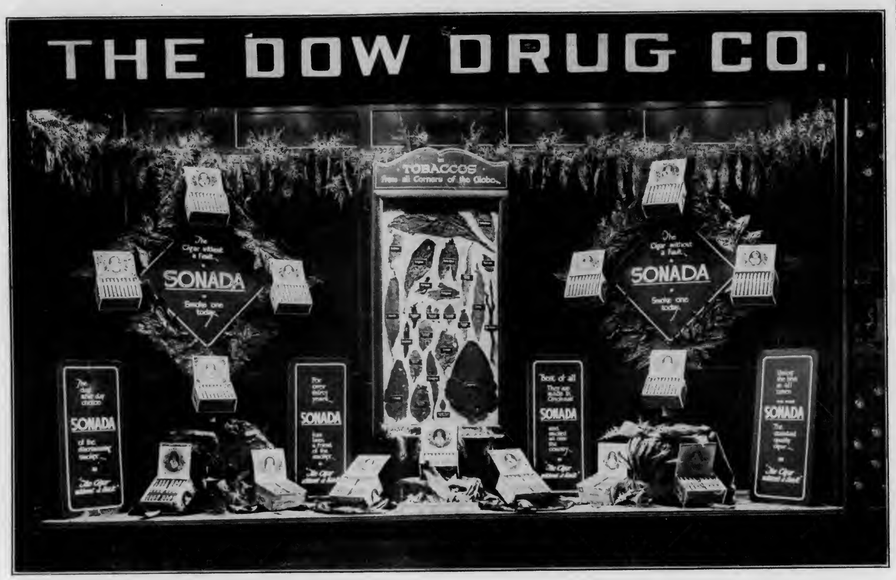

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CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

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Long Cool Smoke

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER

J.G.DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

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PERFECT CIGARS
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ROBERT EMMET
CIGARS

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BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

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A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 42 NOVEMBER 15, 1922 No. 22

TOBACCO WORLD CORPORATION
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HAVANA CIGARS
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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The American Tobacco Co.
TO EXTEND TO
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MAXIMUM OF SERVICE
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TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

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4-6 White Street, New York City

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
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Branded, not Banded
The Londres Shape

We have no quarrel with the band, no criticism of other shapes. This is the popular Blackstone.

For forty years it has gained favor and maintained quality. Today it is the most hygienically made cigar of its class in the world and sells easily wherever it is established.

Long Havana filler, Sumatra wrapper. Vigorously advertised in newspapers and on the boards.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

Volume 42

THE TOBACCO WORLD

Number 22

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1922 Foreign $3.50

EDITORIAL COMMENT

THE ASTOUNDING production of 51,851,176 cigars in Tampa during the month of October recalls our expressed opinion that it would be four or five years before Tampa would recover from its 1920 strike. We are delighted to acknowledge the error of our conclusion and to congratulate the cigar manufacturers of Tampa on their splendid recovery.

Travelling at the rate of 600,000,000 cigars a year, (could the record be maintained), would establish a new high water mark for cigar production in that city.

This is evidence a-plenty that we misjudged the smoking public. They are not as fickle as we thought. The name of Tampa, linked with the same fine quality and workmanship, as existed before the strike, has won back a vast majority of their friends.

In this connection it is interesting to note that Tampa in September produced 54 per cent. of all the Class D cigars made in the country but only 10 per cent. of the Class E cigars. In this month Tampa also produced more than 9 per cent. of all the Class C cigars made in the country.

But unfortunately some Tampa manufacturers feel that at best their business is seasonable. It is seasonable because they permit it to be so. In no other section of the country does such a condition exist. The factories in other sections of the country continue to manufacture and produce twelve months in the year, with a natural increase as the holiday season appraches.

More trade advertising and a determined effort on the part of the manufacturers, is bound to eventually bring Tampa a steady demand twelve months in the year.

Tampa has proven that it can come back quickly, and the time is here for the manufacturers of that city to hold fast to what they have won. October production proves that they have an advantage, that their products are in demand, and that Tampa brands have a distinct place in the minds of the retailer and consumer. Why not make a determined effort to hold that advantage?

THE UPWARD trend of the leaf market as well as that of other lines of supplies precludes any possibility of lower prices in the cigar industry for some time to come. At least this is the opinion of manufacturers who are in a position to buy at the lowest possible prices.

Each industry must follow the natural trend of general business unless there is something radically wrong with it. One industry does not continue with declining prices when its allied industries are advancing, which in turn indicates that industries in general are followng a rising market.

The Federal Reserve Board in analyzing the present situation reports that the volume of all business in October was 19½ per cent. more than one year ago.

Almost every line of business is running well ahead of last year. But is this not due to the fact that prices reached a level where the consumer was willing to come into the market and open his purse strings?

We believe that business is getting on a sound basis but we also feel that great care should be exercised in allowing optimism to outweigh common business sense.

Advances in retail and wholesale prices are bound to curtail buying. The upward tendency of retail prices is reflected in Dun's index figures which jumped up 6¾ per cent. in October. Let this keep up and the public will go on another buyer's strike from necessity.

There is no doubt but what the tide has turned and business is slowly improving but there must be a substantial increase in the prosperity of the consumer before we can feel assured that we are on a sound basis for normal business.

JACOB SUTTER PASSES AWAY

In the death of Jacob Sutter, head of the firm of Jacob Sutter & Sons, Chicago, Ill., the leaf trade loses one of its kindliest and best known members. Mr. Sutter was seventy-eight years old and was ill only two days before his death. He was especially prominent as an importer of Cuban tobacco.

PHILADELPHIA.

JOSE ALVAREZ HAS INCREASED DEMANDS.

The house of Jose Alvarez, sees an ever increasing demand for all Havana cigars, evidenced by the constant calls for their "Alvara" all-Havana cigars. "Jo" believes the real smoke of the future, and the one which will eventually survive, is the clear Havana cigar. Business is extremely good with "Jo," who, as all know, confines his talents to strictly hand-made clear Havana cigars.

P. C. FULWEILER & BRO. APPREHENSIVE.

With every man at his place rushed to get out orders and more orders coming in, there is a feeling among the ones higher up at Fulweiler's, that when the reaction comes, after the present abnormal rush, there will be wailing and gnashing of teeth all along the line.

H. L. Bedard, a road representative for Fulweiler, will remain in New York State for some time looking after the distribution of "Ivanhoes," and "Mariettas."

A. M. Laing is on Western Pennsylvania territory, "whooping" it up for "Mariettas," in general clean-up for the holiday trade.

THE DALY CIGAR CO., A NEW COMER

Tom Daly, Jr., so long and well known in the tobacco industry in Philadelphia, has opened accommodations factory at 141-143 north Fourth Street. He is featuring a class "C" ten-cent and up, Havana, imported Java wrap cigar made in five styles and sizes, to be known as "Tom Daly."

This cigar, new to Philadelphia, is now successfully placed on all The Union News stands and principal hotel cigar stands. From all signs and indications, judging from its healthy start, "Tom Daly" with the unique slogan, "Make it a Daly Habit" back of it, the new concern should, and, surely will, grow and become one of the strong and shining lights among the many cigar manufacturers of Philadelphia. The initial production was 75,000. Tom Daly, Jr., obtained his training in the production end of the cigar business as assistant manager of the old Stratford Cigar Co. and was at one time manager of the United Cigar Co.'s stand at Thirteenth and Chestnut Street. When war was declared, Tom was with the United Cigar Co. and enlisted in the Navy, returning with a high record to his credit, all of which puts Tom in a class quite by himself. The Tobacco World greets the new comer, Tom Daly, Jr., with a glad and welcome hand. Here's good luck to you.

ALLEN R. CRESSMAN'S SONS INCREASINGLY BUSY.

J. E. Lynch, reports a constant increase in business on "Manuels" and "Counsellors," in fact, never better.

W. M. Charles, of their New Jersey territory and working from the Canada factory was a visitor at the home office last week. Abe Mansback, covering Atlantic City for the Cressman brand, also called last week.

WILLIAM H. GRAULEY SELLS OLD STAND.

The old and familiar cigar store at Sixth and Chestnut Streets, known for forty years as the Henry B. Grauley stand has been sold to Francis V. Wood, for several years connected with M. J. Dalton, at Fifth and Chestnut Streets. The reason given for the sale of the old Grauley stand, lock, stock and barrel as stated by William H. Grauley, is that he finds it necessary to devote his entire attention and activities to the manufacturing and wholesaling of his brands such as "State House" and many others of the Grauley factory at Quakertown, Pa., where Bill will be found after November 15th.

Not only will the name H. P. Grauley be missed from the northwest corner of Sixth and Chestnut, but all who have known and enjoyed "Bill" Grauley's genial smile and courteous service for upwards of thirty years, will surely miss "Bill." The Tobacco World expresses regret on losing this popular and successful personage from the street, and extends hearty good wishes for success of their Quakertown factory. Good luck to you "Bill"!

FRANCIS V. WOOD, THE NEW CHESTNUT STREET DEALER.

When the old Grauley store at Sixth and Chestnut Street store opens its doors for business November 13, the name Francis V. Wood will appear in place of H. B. Grauley. Mr. Wood, who was with M. J. Dalton for several years, will feature, not only standard brands of cigars including the popular Grauley brands, but will have on sale everything cherished by the smoker such as first class, smokable cigars, cigarettes, pipes and pipe tobaccos. It is needless to say that friend Wood, with his agreeable personality and experience, will doubtless make the old Grauley store one of the outstanding tobacco emporiums of Philadelphia. The Tobacco World bids Francis V. Wood welcome and wishes him success.

DELPHIA CIGAR CO.'S "LA TEDELLO" GAINING.

Irwin Loeb of the Delphia Cigar Co., reports encouraging gains in "La Tedello" business. Mr. Levy, who used to spend most of his time in the factory, is now "on the street" whooping it up for "Tedellos."

EL PREDOMINO CIGAR CO. TOO BUSY.

Mr. N. Cohn is hopping about with an "Airy-Fairy-Lilian," celerity trying to meet the rush of business on "Della Casa" cigars. The road partner, Mr. Bushell, is in Buffalo, working out distribution plans with the Empire Tobacco Co., distributors for "Della Casa" cigars.

SERVICE CIGAR CO. GETS MORE HANDS.

I. Leavy is smiling rather more broodly than usual. He is one of the many in town, who captured some of the cigar makers, who went out on strike at one of the well-known factories in town. Mr. Leavy, reports very much better business on his featured brands "La Vey" and "Service."

OTTO EISENLOHR & BRO. RUNNING NIGHTS.

It is stated by Mr. Lichty, that the Eisenlohr factories are all running nights to meet the demands made upon them for speeded-up production.

"Henrietta" Populares has taken the lead and having a tremendous sale for holiday consumption. "Cinco," however, is holding its own in good form.

BOBROW BROS. EXPECTING SLUMP.

Chas. Bobrow has returned from an extended western trip with glowing reports of big business. Mr. Pike, however, expects something more than the usual after-Christmas slump in the cigar business. "Too much steam ahead may result in overloading for a great many" remarked Mr. Pike.

JAMES S. BECHTOLD BUSINESS ABOVE NORMAL.

The jobbing house of Bechtold, 230 South Street, which has been doing business in South Philadelphia for forty years, reports through James S. Bechtold, that business with them is far above normal.

They are wholesalers in tobacco and smoker's merchandise, specializing on pipes and cigarette holders carrying an extensive line of pipes and holders. They also feature the "Robert Fulton," five-cent cigar. A large business in "Vamps," put out by Bill Bailey, is reported by Mr. Bechtold. He says, "Vamp" is a rapid seller.

DUSEL, GOODLOE & CO. SHORT OF CIGARS.

Paul Brogan, manager of Dusel-Goodloe Co., reports an embarrassing shortage of "Tampa" cigars. He is expressing much anxiety over the new arrival of "Manila" cigars, large quantities of which were ordered back in September. Mr. Brogan, reports a very big October business on "Blackstone" cigars and that Philadelphia is "warming up" for "Blackstones" more and more every week. The Wait and Bond exhibition factory on the boardwalk in Atlantic City, will continue in operation throughout this year and 1923, it having proved a great success.

Joseph Wolfe of William J. Seidenburg Co., Tampa manufacturers of "Virginia Lee" cigars is visiting Philadelphia.

SIG C. MAYER & CO. LOOKS FOR BIG SLUMP.

In spite of his gloomy outlook and prophecy of a colossal slump, Sig Mayer is building an addition to their factory at Hallam, Pa., which will accommodate one hundred more hands on the production of "El Wadera" cigors. "Sig's" prophecy doesn't ring true.

SCHWAB BROS. & BAER PLANS CHANGED.

The Schwab Bros. and Baer Co. of New York, will not open their new factory at 306 Cherry Street, Philadelphia, as was recently reported, until after the first of the year. They found obtaining help not an easy matter in Philadelphia, right now.

BAYUK BROS. TRYING TO CATCH UP.

Everybody at Bayuk's seems to be intent on one object, that of catching up with the vast volume of business to date. All this house is striving for now, is to meet the pressing demand for prompter shipments, the cry being,—ship us Cigars, Cigars, Cigars!

DAN OSTROW CHEERFUL AS EVER.

Although doing a pretty business, on Market Street, there is a lurking suspicion, that "Dan" would like to return to Chestnut Street. "I miss the old gang," says "Dan." Max Schwartz, of the "La Primadora" cigar called last week and says it is one of the biggest sellers in New York. Dan handles 'em.

RELIABLE CIGAR CO. PUTTING ON MORE HELP.

T. Weinberg, manager of the Reliable Cigar Co., has been fortunate in obtaining extra hands from the striking cigar makers recently out seeking positions. This house has opened accounts with the Label Cigar stores and Chas. L. Stafe of Germantown. Weinberg's "La Borona" is meeting with favor all over town.

G. E. SCHAIBLE CO. IN THE OVERSOLD CLASS.

F. C. Schaible, manager of the G. E. Schaible Co., states with pride that at no time in his cigar business experience of which he has had no little, has he seen a new and unadvertised brand "go over" with such pronounced success and favor as G. E. Schaible "Marvin" brand has.

Gradually, but with safe and sure leap "Marvin" has put itself "over." Without the usual ardent, personal solicitation on the part of its creator, "Marvin" is now in the oversold class and the Schaible Co. is now confronted with all the trying anxieties associated with this distinction.

CONGRESS CIGAR CO. STILL HEAVILY OVERSOLD.

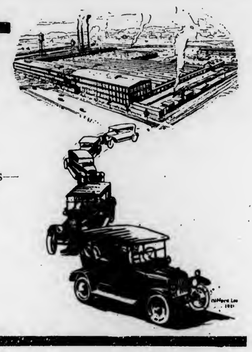
Mr. Jacob Paley, reports a continued oversold condition on all sizes and shapes of the nation-wide famous "La Palina" and everybody at the Congress plants are hustling to catch up, if such a thing is possible.

Willis Andruss, spent last week at their New York branch.

Chas. Bock of the Bock-Stanfer Co., Pittsburgh distributors, paid the Philadelphia office a visit last week.

George Carven of G. B. Schambling & Co. of Cleveland, Ohio, was also a visitor last week.

DETROIT



Detroit Leads World in Manufacturing of Many Products—Real "Johnnie Walker" Sold—Max Bloom Joins Mazer Cigar Co.—San Telmo Brands in Big Demand—Harry Kaichen Returns and Joins Watkins Co.—Bankables Well Advertised

Detroit, Mich., November 10, 1922.

DETROIT is not a one-industry town, today it ranks fourth in population and third in manufacturing among the cities of the United States; it was one of the last cities to feel the collapse on the post-war boom and one of the very first to "come back." Today it is enjoying prosperity. The number of workers employed almost matches the 1920 peak, the automobile output this year is breaking the best records of the war boom. There are approximately 3,000 manufactruing plants located here, employing at the present time about 280,000 workers. Detroit and vicinity are estimated to produce 75 per cent. of all automobiles made in America. The city has 31 automobile and truck manufacturers and 165 automobile accessories manufacturing plants. The city is one of the leading cigar manufacturing centers, having 30 cigar factories and turning out hundreds of millions of cigars annually. Detroit leads the whole world in the manufacture of adding machines, pharmaceuticals, stoves, ranges and furnaces, overalls, perfumes, paints and varnishes, corsets, malleable iron, marine motors, soda and salt products, lubricators, twist drills, metal beds, gasoline torches, show cases and various tools. Detroit has fully 13 miles of improved water front, a vessel passes up or down this waterway every six minutes during the day and traffic is ten times as heavy as through the Panama canal and ranks second in volume to New York. Savings deposits exceed $225,000,000 or over $225 for every man, woman or child in the city. It has the largest automobile plant in the world as well as the largest office building, the General Motors Building, a structure of chaste beauty. Detroiters are confident that the city has only begun to grow and is a city of optimistic boosters and doers.

P. C. Payette, of the Woodhouse Company, Grand Rapids, Mich., was a recent visitor to New York City.

The Central Cigar Co.'s chain stores are featuring "Harvester" cigars this week, with many very beautiful, as well as attractive, window displays. This brand is a rapid repeater in our city and every store enjoys an active business on "Harvester" cigars, which are distributed by Claude E. Howell.

Val G. Keogh, of the Preferred Havana Tobacco Co., was a recent visitor to the City of Detroit, and as usual Val carried away some nice orders on his many high grade brands.

Norman Schwartz, vice-president of the Bernard Schwartz Cigar Corp., has returned from a trip to Cleveland, Buffalo and Chicago, where he has been calling on the distributors of "R. G. Dun" cigars.

Chas. E. Lamb, the "business getter and ace-high" salesman of the Peninsular Cigar Co., is hitting on all six these days and placing "El Javana" cigars in every store in his section of the city. "El Javana" is proving a ready seller and a duplicator every week.

At the San Telmo Cigar Manufacturing Co. the production on "Robert Bacon," "La Resta," "Court Royal" and "Joan of Arc" cigars are keeping their factories running to full capacity. Max Fruhauf, vice-president, tells me the demand for their brands is growing rapidly in every section of the country and that many shipments are going forward by express.

The M. G. Soper Cigar Co. are showing a very attractive window display this week of "Webster" cigars, which are very active and big sellers with them. Mr. Manheim says that new customers are daily visitors to their store who demand the "Webster" cigar.

Bill Thornton (Claude E. Howell & Co.) is the original fall guy and proved an E-Z mark for Herbert Earl, of the Watkins Cigar Co. On his rounds Bill dropped in to call on Herbert for an order of "Swifts," which he secured. On bidding Au Revoir in his debonair manner, Herbert says, "Bill, how would you like 4 oz. 'Johnnie Walker' for $1.00?" "I'm game," says Bill, thinking that Herbert had some of the pre-Volstead water on hand, he planked down his greenback and much to his surprise and disgust received a 4 oz. tin of "Johnnie Walker" smoking tobacco, Dick Tobin's special, and Bill went merrily along his way with "Johnnie Walker" on his hip, dry, not wet.

A. G. Kaufman (W. K. Gresh & Sons) spent a few days here last week looking after the interest of "Meditation" cigars, which enjoy a very good sale in our city.

Harry Rinaldo (Central Cigar Mfg. Co.) was a recent visitor to Detroit and made his headquarters at J. L. Marcero & Co., local distributors of "Manhattan" and "Elm" cigars.

Max Bloom, for several years connected with the Bernard Schwartz Cigar Corp., doing specialty work on "R. G. Dun" cigars, has resigned and is now associated with the Mazer Cigar Mfg. Co., and is confining his work on "El Javana," which already have a wonderful distribution in the City of Detroit, as well as enjoying a very fine sale for the short time it has been on this market.

(*Continued from Page 10*)

Wm. McDonald (F. Garcia & Bro.) called on the trade here last week and reported a very fine business with some very fat Christmas orders.

"A man may be a peaceful, law-abiding citizen and all that, but if you ask him to come up to your room at the hotel he responds with interest and may even go to the length of asking for the name and address of your bootlegger."

After a soujourn of several months in the northern part of the state, Harry Kaichen has returned to the city, and has accepted a position with the Watkins Cigar Stores Co., in the David Whitney Building. For a number of years Harry was manager of the Central Cigar Co.'s store at Clifford and Griswold Streets and his many friends will be glad to hear of his return to the city.

Arthur Hanauer (Kauffman Bros. & Bondy) called on the trade here last week showing his novelty line of pipes and smokers' articles for the holiday trade.

O. L. Myers (Bobrow Bros.), "Topic" and "Bold" cigars, was in the city a few days last week looking over conditions regarding his brands.

J. Robt. Wilkin is now associated with L. H. Stradley and has charge of the cigar department, their feature brand being "Don Antonio."

"Bankable" cigars are occupying the place of honor in the way of billboard advertising in our city. For a period of sixty days "Bankable" cigars will be featured on eighty boards on our prominent belt line streets.

A. Sandy Stuart (Joseph J. Schaefer) called on the trade here this week and signed THE TOBACCO WORLD register at Bert Johnson's store.

Louis Galoime, New York, N. Y., called on the trade here last week showing "Mi Subrino" cigars.

J. Eugene Beck (R. A. Bachia & Co.), Havana cigars, was a recent visitor to Detroit and reported as having a very satisfactory business on his holiday packings.

Major F. C. Witsell (J. Rodriguez & Bro.), New York City, N. Y., visited the cigar trade here last week and secured some fine business on his brands.

Send in your subscription blanks early and avoid the rush, give your clerk a year's subscription for one of the Christmas presents and see how happy he will be. Keep him posted on what's doing in the tobacco industry. THE TOBACCO WORLD carries all the latest news.

Yours truly,

Mike of Detroit

JAVA WRAPPED BRAND FOR SPIETZ

Announcement is made that the Spietz Cigar Co., is preparing to put a Java-wrapper cigar on the market early in January. It is understood that the cigar retail for two-for twenty-five cents and up and will be packed in wooden boxes. It is understood that the brand will be marketed under the title "Lucas."

CONSOLIDATED RESUMES DIVIDEND PAYMENTS

The Consolidated Cigar Co., at a meeting of it's Board of Directors held last week, declared a quarterly dividend of 1¾ per cent. on its preferred stock, payable on Dec. 1 to stockholders of record Nov. 20th. This Company has made great strides in the way of progress during the past year and the healthy state in which they now find their finances, they feel, justifies a resumption of dividends on the preferred stock at this time.

HARKERT CIGAR CO. RE-ORGANIZES.

The Harkert Cigar Co., Davenport, Iowa, of which the late Hans Harkert was president and founder, has been reorganized and the present owners and officers are:

Wm. J. Moeller, president,
Chas. F. Kammerer, vice-president,
J. H. Schultz, secretary and treasurer.

The company will continue under the same name, and will also manufacture their old brands, namely, the "Ferd. Magellan" and "Luxor," ten-cent and two for twenty-five cents"; "Miss Hale," eight cents, two for fifteen cents; and the "Genuine Davenport" and "Hand Smoker," five cent brands.

CIGAR STATISTICS FOR SEPTEMBER

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1922:

Products	*September, 1921*	*September, 1922*
Cigars (large)		
Class A .....No.	201,073,775	251,864,240
Class B .....No.	168,818,445	140,737,622
Class C .....No.	231,023,592	220,027,326
Class D .....No.	11,100,720	10,607,520
Class E .....No.	2,411,297	2,535,258
Total	614,427,829	625,771,966
Cigars (small) .....No.	55,799,900	55,496,500
Cigarettes (small) ....No.	1,394,669	1,435,846
Cigarettes (small) .....No.	4,797,397,910	5,554,301,097
Snuff, manufactured ...lbs.	3,313,811	3,300,728
Tobacco, manufactured lbs.	31,488,809	33,807,020

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT.

(Tax-paid products from Porto Rico for the month of September.)

Products	*September, 1921*	*September, 1922*
Cigars (large)		
Class A .....No.	5,236,070	8,729,360
Class B .....No.	647,000	2,074,975
Class C .....No.	5,380,900	4,848,600
Class D .....No.	253,550	2,600
Total	11,517,520	15,655,535
Cigars (small) .....No.	1,000,000	2,000,000
Cigarettes (large) .....No.		50,000
Cigarettes (small) ....No.	60,000	41,000

Tax-paid products from the Philippine Islands for the month of September.

Products	*September, 1921*	*September, 1922*
Cigars (large)		
Class A .....No.	6,158,215	15,937,823
Class B .....No.	964,470	275,870
Class C .....No.	82,078	51,368
Class D .....No.	1,000	50
Class F .....No.	250	91
Total	7,206,013	16,265,202
Cigarettes (small) ...No.	2,810	59,220
Tobacco, manufactured lbs.	169	551

TAMPA

Chamber of Commerce Asks Tampa for Suggestions on Standardization—October Breaks Record for Cigars

Tampa, Fla., November 11, 1922.

STANDARDIZATION has become a live issue in the cigar industry, as it was revealed by the interest aroused by that part of my letter in the first of September issue of THE TOBACCO WORLD, dealing with that important subject, which brought a request from the Fabricated Production Department of the Chamber of Commerce of the United States to the secretary of the Tampa Cigar Manufacturers' Association, asking for detailed information on the variety of sizes and shapes of cigars made in Tampa, and some suggestions as to what procedure the industry could follow in adopting standardization. The answer of the secretary conveying his personal opinion on that matter contains some ideas that may prove of general interest, and your correspondent, being so close to him, has obtained a copy of his letter, which follows, for the benefit of the readers of THE TOBACCO WORLD and the trade at large. Here goes the letter:

"November 3rd, 1922.

"Chamber of Commerce, U S. of A.
"Fabricated Production Dept.
"Mills Building,
"Washington, D. C.

"Attention of Mr. P. E. Holden.

"Dear Mr. Holden:—

"As promised in my letter of the 30th of September last, I have tried to get the opinion of several cigar manufacturers in regard to simplification and standardization of sizes, and I must confess that my efforts have failed to gather any definite idea of how to approach the solution of this problem with any measure of success.

"To commence with, there exist in Tampa a list of cigar sizes known as the CARTABON, agreed between manufacturers and cigarmakers, and devised to maintain the stability of sizes and shapes in relation with the labor price for each size. This CARTABON, divided in two sections, one for hand work and one for mold work, contains 92 sizes for the hand work, and 55 sizes for the mold work, or 147 different sizes, to which must be added not less than 50 special sizes made by the various manufacturers, not included in the general CARTABAN, which brings up the number of sizes of all shapes manufactured in Tampa to about two hundred; and bearing in mind that each of the sizes so manufactured go to the market under from two to five or more different front names, it is a safe guess to say that the cigars manufactured in Tampa are sold to the consumers under more than five hundred denominations, and that no industry has attained such bewildering diversification in the marketing of their product.

"This peculiarity of the cigar industry established by many years of added innovation and practice, not only precludes standardization, but is, and has always been, a prolific source of deceit to the smokers, and of restless dissatisfaction for the cigarmakers, especially in localities where they are not protected by a CARTABON or standard price list. Therefore, any step towards standardization would be of immense benefit to all concerned and to the welfare of the industry. But how to attain that desideratum? That is the question.

"Arriving at this point, all I can do is to advance a few *personal* ideas, endeavoring to contribute my mite to the formulation of a plan, that necessarily should have to be built up by the combined thoughts of more enlightened minds that may become interested in solving this arduous problem.

"Taking as a basis the classification established by the Internal Revenue for the use of revenue stamps, I think that the production of cigars could be condensed into forty standard sizes divided into five groups, in connection with the revenue stamps and classification tag, as follows:

"Class	A—	6 sizes.
"	B—	6 "
"	C—12	"
"	D—10	"
"	E—	6 "
"Total		40 sizes.

"This reduction from 200 to 40 sizes represents a long step towards simplification, and could be made without interfering with names chosen by manufacturers, provided they be preceded by the standard name belonging to the agrupation denoted by the respective classification tag and revenue stamp.

"There are, however, two great obstacles to overcome in this evolution, namely: the personal feelings of the manufacturer at the curtailment of his right to choose sizes and names for his product, and the prejudice of the cigarmaker that will see a reduction of wages in any reduction of the number of sizes. It will take a systematic campaigning of propaganda among these two elements to impress them with the many advantages of simplification and standardization, and perhaps some official action from the Federal Government in establishing the new system, in order to abolish abuse and deceit from dishonest elements, for the protection of the ultimate consumer; for some sharp dealers, in collusion with unscrupulous manufacturers, by substituting internal revenue stamps of high classification on inferior cigars, are able to cheat the public at the rate of from $25.00 to $50.00 per thousand.

"The foregoing are the ideas that occur to me at the present time; and if they can be utilized in perfecting a plan for the simplification and standardization of the cigar industry, as contemplated by your Department, it would give me great pleasure.

"With kindest personal regards, I am,

"Very truly yours,

"A. RAMIREZ,
"*Secretary, C. M. A.*"

Experiments conducted in this city by George W. Shuey, of the Tobacco Bug Exterminator service of Cincinnati, Ohio, have so far proved not to affect the taste of the tobacco or its burning qualities; it has also proved to kill the live bugs; to prove the sterilization of the eggs will require more time, before a positive conclusion could be reached.

Ned Berriman, of Berriman Bros., left last Tuesday for Connecticut to select and purchase the best leaf obtainable. C. E. Berriman is back in the factory doing his best to attend to the heavy orders accumulated during his extensive canvassing of the trade in which he attained the most flattering success.

Corral Wodiska & Co. impresses the visitor by the activity of all its departments. Manuel Corral, since his return from Europe, plunged himself into work and gives his entire time and personal attention to every detail of the manufacturing departments, while Frank Sierra, the oldest nephew of Mr. Corral, senior member of the firm, fills the position of the late E. C. Phillips as office manager, for which he is eminently qualified. The firm has opened a branch in the two-story house at the corner of Fourteenth Street and Fifteenth Avenue to manufacture a line of popular sizes, for which they have no room in the main building. Mr. Hammer, their head salesman, and his wife are enjoying a pleasure trip throughout Europe that will wind up with a tour of Spain, with a long stay at Seville, the charming city of Andalucia in the southern part of that country.

Jose Perez, of Marcelino Perez & Co., has returned from a business and pleasure trip to New Orleans and Havana, Cuba. While in New Orleans he attended the fourth national convention of the American Legion, and afterwards he went to Cuba in the interest of his firm; now he is battling with the problem of filling orders as fast as they come.

Thompson and Co has found it necessary to enlarge their factory and are building an addition in the rear of it, that will contain a large brick cellar for the storage of tobacco and its preservation in the best of conditions.

The Marsicano Cigar Company is forging ahead in fine shape. Their salesman, Edward C. Everett, is covering the Carolinas, Georgia and the entire southern states, and opening new accounts and consolidating old ones, and his work is rewarded with very satisfactory returns.

George Leon, of San Martin & Leon, is a firm believer in expansion, and as such, has reached over the Pacific Ocean and secured, through their New York distributor, William Randall, a standing order from a club in Shanghai for San Martin & Leon "Cabinets" packed in Boite Nature boxes; the first shipment left Tampa for China on Tuesday, October 31. The order was placed by request of American business men residents of Shanghai, who became acquainted with the San Martin & Leon cigars during a recent visit to New York, being so pleased that after reaching the Orient they requested their club to be supplied with that particular brand of cigars. This shipment is another step in Tampa's cigar export business, and Mr. Leon is justly proud of his last accomplishment.

Mariano Alvarez, the ubiquitous manager of A. Santaella & Co., left last Wednesday for New York headquarters, and from there will take in Connecticut and the tobacco fields, to inspect the purchases of leaf for his firm; he may touch at Philadelphia, and, if so, he will visit the office of THE TOBACCO WORLD; at least, this is his declared intention.

October was a record breaker in the history of the cigar industry of Tampa, according to the amount of stamp sales of the internal revenue office, totalling $426,545.18, contributed by a production of almost 2,000,000 cigars per day, or, to be exact, 51,851,176 cigars for the month. This compared with 32,885,490 cigars produced in October. 1921, shows an increase of 18,965,686 for October, 1922, over the same month of last year. It may help to grasp the tremendous production of cigars attained by Tampa, to mention that back in 1888 the entire production for that year was 20,000,000 cigars.

The Custom House collections for October totalled $224,001.92, as compared with $147,302.70 for October last year, an increase of $76,699.22. The Custom House collections in October, 1888, amounted to $22,000.00 to be compared with the $224,000.00 of last October; isn't that interesting?

Today is Armistice Day, and Tampa is in gala attire celebrating enthusiastically the fourth anniversary of that eventful date. Hats off in deep reverence to the heroes that sleep in glorious peace in the bosom of mother earth on American soil; under the red poppies of France and Belgium, and in the hospitable cemeteries of England and the allied nations. Hail to the American Flag! May Liberty and Peace, so dearly won, be everlasting.

VERITAS.

TOBACCO CO. BUYS NEW HOME

Trenton, N. J.

Louis and Joseph Cohen, who are associated in the Trenton Tobacco Co., have purchased the Camera Building on South Broad St., near the Court House, and will move their business to that place in the near future. After extensive repairs and alterations the first floor will be occupied by the new owners and the second floor will be fitted up to be rented as modern offices.

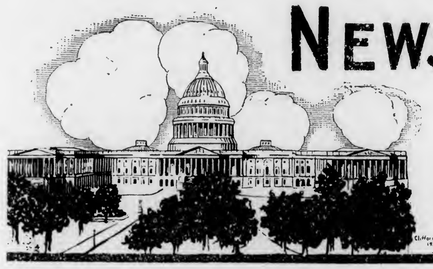
T. S. A. ELECT OFFICERS

At a meeting of the Tobacco Salesmen's Association of America, held at the Pennsylvania Hotel, New York City, Friday, November 10th, the following officers were elected:

Abe J. Silett, President; Jack Eckstein, 1st Vice Pres.; Patrick Cunningham, 2nd Vice Pres.; Louis A. Lassett, Treasurer; Leo Rieders, Financial Secy.; Harry Block, Recording Sec.; Harold L. Tannenholz, Sargt. at Arms.

The New Board of Directors is as follows:

Bertram Berl, Albert Freeman, Sidney J. Freeman, Herman Goldwater, Leo M. Lemlein, Jonas J. Ollendorff, Sidney S. Powell and M. M. Sam.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

AN EXPERIMENTAL tobacco laboratory, in which the various phases of the standardization of tobacco will be studied, is nearing completion in Washington. The laboratory, which consists of five rooms, has been constructed under the supervision of F. B. Wilkinson, in charge of tobacco standardization in the Bureau of Agricultural Economics. It is so designed as to make possible a thorough study of the qualities and conditions of tobacco while preserving the samples in their original state. Standards upon which grades may be based are to be worked out. Quality, color, length and burn are the factors to be considered and each will be studied independently of the others. Standards for tobacco lengths have already been worked out for sizes allowing variations of one inch, two inches and four inches. Three of the five rooms in the laboratory have been cork lined and equipped with heavy refrigerator doors for the storage of samples which will be kept in especially constructed containers. A conditioning apparatus, consisting of a refrigerating machine and an air washer, is being installed to control temperature and humidity. When completed the apparatus will automatically maintain uniform temperature and humidity in any one of the storage rooms independent of that maintained in the others and will not be affected by outside atmospheric conditions. The inspection room will be equipped for inspecting, assorting and classifying the samples.

Rumors which have been circulated throughout the country, the effect that an additional rate of three cents per package will be imposed on all parcel post packages after January 1, next, have been set at rest by a statement which has just been issued by the Third Assistant Postmaster General. While, it is said, the question of rates on parcel post packages and other classes of mail have been the subject of study for some time, the department has no intention of imposing any additional postage charge on parcels at the present time.

"The matter of a general readjustment of postage rates, including parcel post rates, is receiving consideration," it was said at the department, "but no change has as yet been decided upon. Arrangements are being made to collect data as to weight, number of pieces, etc., with respect to mail, with a view of ascertaining the cost of carrying and handling the various classes. It is not known at this time when these results will be available."

Officials at the Post Office department state that they will be very glad to consider any data which any trade association or business man may desire to submit relative to the proposed changes in charges for carrying parcel post matter. It has been felt for some years that the rates on parcel post matter have been too low to cover the cost of handling, and the investigation now going on was undertaken with a view to ascertaining, for the first time since parcel post service was inaugurated, the actual cost of handling this matter.

Charging that the carriers have produced no evidence that would show a possible injury by reason of the issuance of interchangeable mileage or scrip coupon tickets the National Council of Traveling Salesmen's Associations, through its attorney, Samuel Blumberg, has filed a brief with the Interstate Commerce Commission asking it to order the issuance of such tickets, in accordance with the bill passed by Congress shortly before the session adjourned.

The traveling men's brief summarizes the testimony which was given by their representatives during the hearings held before the Commission and reviews the testimony of the carriers. The "commercial travelers who have appeared in these proceedings believe that the evidence presented clearly establishes the fact that there is a demand from the merchants and salesmen of the country for the issuance of an interchangeable mileage book at a reduced rate," it is declared in the brief. "That, in their opinion, the book, if issued with reasonable rules and regulations that will not retard its sale, and yet will at the same time sufficiently protect the carriers against abuses, will result in a great stimulation of business which will bring added revenues to the carriers and generally benefit the business of the country.

"We believe that the carriers have not produced testimony of probative force that would have the effect of satisfying the Commission that such an interchangeable scrip coupon book will result in a loss of revenue to the carriers, and we therefore respectfully request, based upon the testimony adduced in this proceeding and in conformity with the intent of Congress, as well as the testimony and exhibits submitted to both Houses of Congress, that this Commission order at the earliest possible moment the issuance of an interchangeable scrip coupon book, good on all roads (excepting such roads as should in the judgment of the Commission be exempted), 33⅓ per cent. below the normal passenger fare, with such conditions and subject to such

(*Continued on Page 23*)

Watch it Grow!

The last Government Report issued by the U. S. Bureau of Internal Revenue shows that the number of tax-paid cigars made at Manila during the month of August, this year, and shipped to the United States is

Eighteen Million

Equalling monthly shipments during 1918 and 1919, the great boom years of the American cigar trade. - - - -

Manila Gives Great Values

List of Importers and Distributors on application

MANILA AD. AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - - NEW YORK

ROBERT BACON
The *Very Mildest* Havana
MADE IN 12 SIZES
La Resta / Court Royal / Joan of Arc — 2 For 15c
SAN TELMO CIGAR MFG. CO.
DETROIT.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

LA DEMOCRACIA *LA AMO*
A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA GRAN VIA *EL LIBERAL*
FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

INTRODUCING—WILLIAM L. DANNAHOWER

THE NEW PORTO RICAN TOBACCO AGENT

Wm. L. Dannahower, recently appointed by the Treasurer of Porto Rico the official tobacco agent in the United States for that island to succeed Felix J. Vazquez, has assumed his new duties and responsibilities, using the same offices at 126 Maiden Lane, New York City.

Mr. Dannahower, for thirty years past a resident of Kansas City, Missouri, is a native of Pennsylvania, and therefore a Westerner by adoption. He brings to his new incumbency a broad and matured judgment in affairs commercial, for the newly-appointed tobacco agent of the territorial government of Porto Rico has been a real estate operator of extensive proportions not only in Missouri, but in the State of Texas as well, where he developed and sold extensive acreages.

Mr. Dannahower assumed his new duties Monday, October 16. Before doing so he very wisely journeyed to Porto Rico and made a thorough survey of conditions obtaining in the tobacco and cigar manufacturing industries on the island. As a result the newly-appointed tobacco agent has an acute conception of just what is needed and required in the administration of his office and shortly the beneficial results of his ideas and innovations will be made manifest.

"I am to reinvigorate and rejuvenate the tobacco agency of Porto Rico in New York," said Mr. Dannahower to a reporter, "and, what's more, I aspire to make the agency a national institution with ramifications covering all of the States in the Union. I intend to inject new and progressive ideas in the management of this tobacco agency and I will receive from the Porto Rican Treasury far more substantial support financially than has been forthcoming in the past. I want to get away from concentration of agency activities in New York and Philadelphia. We must wield a national influence.

"I would like particularly for you to announce through the columns of the tobacco trade press that I welcome all callers of the trade at my agency headquarters, 126 Maiden Lane, New York City, and further that I will appreciate all suggestions and innovations in my administration of the agency office. If such suggestions are worth while and practicable they will be straightway adopted, if I can see my way clear to finance them, and I think I can.

"All desiring technical interpretations of the Porto Rican Tobacco Agency Guarantee Act will be courteously accommodated if they will call at my offices, which are centrally located right in the tobacco district of lower New York.

"It is also my ambition to father a real and nation-wide propaganda on behalf of Porto Rican leaf tobacco and cigars. I may circulate extensively a pamphlet reviewing the reasons why the leaf and tobacco from the island of Porto Rico are so universally popular and why manufacturers of mild Havana cigars find it necessary to adhere to Porto Rican leaf in the blending thereof to enhance the flavor and lend fragrance to the aroma.

"I am planning to travel throughout the Middle West in the interest of the agency, taking in such cities as Chicago, Pittsburgh, Columbus, Ohio; Buffalo, Detroit, and Kansas City. Denver I consider too far a leap at the outset of my agency endeavors. But I hope to shake hands with the trade all round as far west as St. Louis and Kansas City."

(*Continued on Page 20*)

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY
N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY
IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS
220 ELEVENTH AVE., ∴ NEW YORK CITY

About Town With F. A. T.

James M. Preston, Chicago representative for Sig Mayer, was in town recently.

Tom Monroe of the Spietz Cigar Co., Detroit, was in town last week.

Marcus Conlon, advertising manager for Wait & Bond, spent several days last week in Philadelphia.

O. D. Kaiser of the Cortez Cigar Co., visited town last week on missionary work.

C. W. Saunders paid his friends in town a visit last week looking after Cortez Cigar Co. interests.

Tom Carey, North Philadelphia salesman for Jose Alvarez, met with a serious accident Saturday evening, November 4th. He was struck by an automobile and thrown twenty feet, narrowly escaping instant death by a trolley car passing at the moment.

ISMAR S. ELLISON PASSES AWAY

Ismar S. Ellison, president of the Ellison Publishing Co., publishers of the *United States Tobacco Journal*, died at his home in New York on November 12th. He was one of the founders of the publication with Oscar Hammerstein, and later acquired Mr. Hammerstein's interests.

He was at one time editor of the *Buffalo Free Press* and for many years made his home in that city.

Mr. Ellison was born in Germany in 1847, and came to this country in 1870.

DELEGATES FROM PIPE SMOKERS' ASSOCIATION COMING

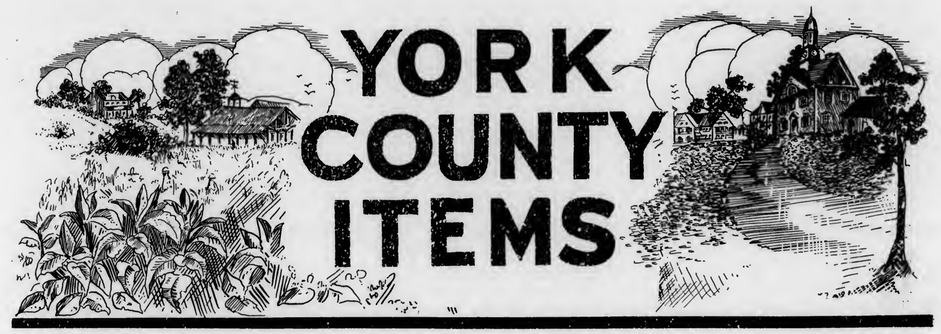
Delegates are now being selected by the National Order of General Pipe Smokers, with headquarters at Atlanta, Georgia, to attend a convention and banquet given by the management of the First International Tobacco Exposition, to be held in Grand Central Palace, February 3rd to 10th, 1923.

There are many strange organizations in the United States, but the Order of Pipe Smokers is probably the oddest yet discerned. They are forming local branches in towns throughout the country and Canada and one of the principal interests of the members is in the collection of old and famous pipes. It is incorporated under the laws of Georgia, without any capital stock and its object is purely social.

Since the days of Sir Walter Raleigh the pipe has been significant of friendliness and peace hence it is not inconsistent that a social organization of this kind should adopt as its fundamental motive the blissful puffing of the briar or the coloring of a meerschaum or the joys of a church warden alongside the fire-place.

The selection of delegates is going on and representative men from all over the country will be here at the great International Tobacco Exposition, the first held since the War, and measures in restraint of any injunction of the pleasing habit of puffing will be taken up and decided upon.

5¢ "Keen Kutter" 5¢
NONE BETTER FOR THE MONEY
¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.
5¢
THE BEST IS THE KEEN KUTTER
THE KEEN KUTTER
ROYAL CIGAR CO.
Write for open territory to
H. F. MARTIN
YORK :: :: PENNSYLVANIA



York, Pa., November 15, 1922.

WE CALL attention to the new advertisements in this issue; after much time and effort, we are gradually showing some of the boys that it is a profitable investment for them to use our pages to advertise their respective products, because we know that THE TOBACCO WORLD does reach the buyers and users of our goods. The ad. is the silent salesman, works while you rest. Again, how many men could you call on for personal solicitation—while the ad. is talking to thousands of buyers in every State in the Union, at one and the same time.

We especially wish you to notice the ad. of the J. H. Photo Engraving Co. This firm will promptly take care of any work you have in this line, and for promptness and well executed work. note cards of following advertisers: J H. B. Neckwear Co.; Merchants Cigar Box Co.; A. Kauffman & Bro., cigar box manufacturers; East Prospect Cigar Co.; Horn Bros., commercial artists. From the pencil sketch to finished plate was only a matter of a couple of days.

C. S. Gable reports business very good and he is continually adding to his force of cigarmakers, the "Hamilton Fish" being his leader, with "Douglas Fairbanks" running close second. Mr. Gable is considering opening another factory, where he will manufacture exclusively the "Forum," class C and D goods. This cigar has only been on the market about six months and has made a host of friends.

H. F. Martin Cigar Co. report that orders are coming in heavy for "Keen Kutter" cigars.

W. H. Falkler & Son report steady calls for "Joe Aldridge" and "Gobo" cigars.

Jack Kosminsky (Cullman Bros., Inc.) was calling on his York trade the past week and reports good business.

Blair Saylor Square Cigar Store has just secured space in the Baker warehouse, and is nicely fitted up with modern equipment, with a large humidor that has a capacity of half million cigars. Mr. Saylor carries a fine line of candies, on which he does a good volume of business.

S. L. Etter & Son, North George Street, jobbers, have a fine window display on "Topic" cigars. This firm also specializes on fancy candies, of which they wholesale large quantities.

R. C. Thomson is busy on his brand "Thomson's Hand Made." He has a good local trade on this brand.

John Eimerbrink, formerly in charge of the Eisenlohr, South George Street factory, will now have charge of the management of the Lancaster resweating plant of the same firm.

After the election on Tuesday we wondered how our friend B. M. Hanigan (East Prospect Cigar Co.), would take his defeat, so we motored down to see him and found him just as cheerful and happy as always. Personally, we always felt that with his large interests in the cigar manufacturing game, we could not understand why he should want to divide his attention with politics, especially for the office of assemblyman. Now that we mention it, might as well begin early and see what we can do with the powers that be, and be ready for 1924 campaign.

E. B. Strickler, Yorkana, manufacturer of "Politano" and "Omar," five-cent cigars, is quite busy on these brands.

Amos Dietz, of the Star Cigar Co., Yorkana, reports business improving.

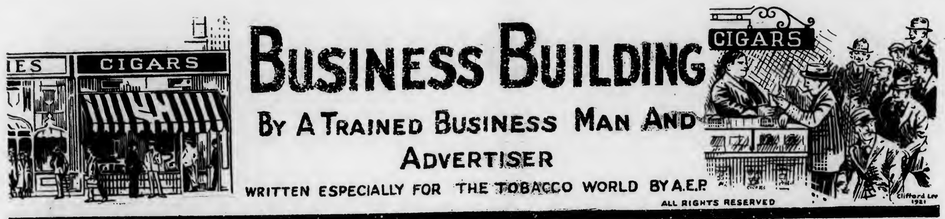
The several cigar factories at Wrightsville are all very busy and could use more help; however, the greatest difficulty in securing cigarmakers seems to be the lack of dwelling houses. The town could use a large number of medium sized homes, and if some enterprising syndicate would make such improvements, the town would show real growth. One need only to look at such towns as Red Lion, Dallastown, and Windsor; the growth of these towns has been phenominal. To increase a town's population requires homes to house the people. Come on, Wrightsville, wake up to your opportunities.

JAY BEE.

HAZELTINE-PERKINS BUYS MANISTEE DRUG COMPANY.

Manistee, Mich.

Announcement was made here last week by Frank W. White, president of the A. H. Lyman Co., that the company had sold its wholesale drug business, which it has conducted successfully for the past 25 years, to the Hazeltine & Perkins Drug Co., of Grand Rapids. The Hazeltine & Perkins Co. will establish a branch here in the business section. The A. H. Lyman Co., because it lacked facilities to expand its wholesale business, will center its interest on the retail drug and stationery business which it has conducted in connection with the wholesale department.


CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
ALL RIGHTS RESERVED

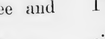
"CONTINUE the good work of the slogan agitation," said my cigar store friend this morning as he handed out my favorite three and counted the change.

"I'm some what of a slogan fan myself," he continued. "I've watched 'em grow, many of 'em, and many slogans are a mighty good imitation of a rich gold mine, take it from me.

"Just think of the number of slogans relating to cigars, cigarettes and tobacco which the manufacturer have. They are so suggestive, so persuasive, so convincing—they have such a come-hither-look in the eye, such an irresistible beckoning with the hand, that millions of folks can no more resist buying them than they could resist a pretty girl, who held up soft and passionate lips to be kissed.

"Oh boy! May the kind fates have mercy on poor weak and frail he-follows when they are tempted so powerfully that they cannot resist buying the weed, or stealing a kiss!

"If the manufacturers can individually have each a slogan which greatly enlarges their sales, why can not the trade at large have one slogan upon which all can unite in putting it on the map in such bold letters that every man will dream of it in his sleep, repeat it by day, and go and buy and avail himself of the inspiration and the contentment which the leaf affords to its votaries."



"What can I do to make a business success?" asked a clerk in a tobacco store of me the other day. "I seem to be stranded here with a small salary, away from business channels, with no opportunities and no chance of promotion."

"Listen" said I. "Your ambition is commendable, but unless circumstances favor you the road to success is long and hard, but you can travel it if you will pay the price. The price is self-development and hard work."

"A large merchant recently advertised for an executive at a ten thousand dollars salary, and he stated that the man must be one of ideas, of originality in thought. He must be able to analyze business, to plan and execute sales-promotion schemes, to study the psychology of people and set before them the goods they want and to give such treatment as will draw people to the store.

"These are the qualities which an ambitious clerk should develop. He can develop them sure enough, but it will take time and hard study, and when he has acquired them he can no more be kept down then the whale could keep down Jonah."

If you should send me as a delegate to the next meeting of the National Association of Tobacco Men I will rise up in meeting and say:

"Mr. Chairman, I move you, sir, that this association send a vote of thankful appreciation to Dr. J. Denny, a railroad surgeon, for the splendid tribute he paid to tobacco and tobacco users at a little meeting of railroad surgeons held in Chicago last October."

Dr. Denny stated that seventeen surgeons were present and that thirteen of them were smoking. He said that smoking was one of the attributes of a gentleman, and he added in explanation of this remark that smokers are drawn together by a bond of sympathy which exists between them. Whether they are high or low, rich or poor, they all love the beneficent influence of the leaf, and this affection for one object inspires them with kindness and respect for each other.

He discussed the question as to whether the use of tobacco was harmful to railroad men, and contended that it was beneficial in many respects and that it should not be discouraged except where used to excess, or where it was aggravating some ailment of the individual.

I will ask that this resolution of appreciation be passed unanimously and that it be inscribed on beautifully engraved vellum.

Wonder whether I can hand a few words to the lazy fellers without having a nail driven in my skull? What gives me courage is to know that if any one is lazier than the writer he will please step forward and receive a clay metal.

Have you noticed that the highbrows and the efficiency chaps are saying that there are too many retailers in every line of business—and that means cigars?

They say out of every ten that three are efficient, three half efficient, and four are tailenders.

What d'ye spose they have for a remedy? I hate to tell it, but it's my dooty to do so.

They suggest that manufacturers train the second-raters to be first class, and leave the tailenders to painfully crawl in the chute, which would slide them down the groove, and out into the great dark land of Nowhere.

It is hard lines, Friend Lazy Fellow, and I'm restraining pitying tears with difficulty.

And what are you going to do about it? Are you going to sit on your little old soap box till your chute is ready and you are lifted in and started down?

(*Continued on Page 25*)

The Bayuk organization works unceasingly to produce cigars that will win and hold the patronage of smokers and build good will for your store.

BAYUK BROS., Inc.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York : 119 Lafayette Street Phone Franklin 3166

AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK
A CIGAR FOR EVERY TASTE. HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
PRODUCTS
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING
THE CRITERION OF QUALITY

PRINCE HAMLET PHILADELPHIA HAND MADE MAPACUBA
HAVANA RIBBON CHARLES THOMSON

Note the repeat orders you will receive when using a good wooden package for your good cigars. :: :: ::

Our motto: "Satisfactory Service." Try us. :: ::

MONROE JARRETT SONS
MANUFACTURERS
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

INTRODUCING WM. L. DANNAHOWER

(continued from Page 16)

Agent Dannahower is a friend maker and his personality will prove an asset to the trade when it and he become the more felt. He also points out that the advertising copy as created by the Millsco Advertising Agency will be more constructive and less bindingly conservative than it has been in the past.

PLAN TO ORGANIZE CIGARMAKERS.

Samuel Gompers, president of the American Federation of Labor, addressed a meeting in Lancaster last Saturday night, held in the interests of local cigarmakers and tobacco workers of the city. George W. Perkins, president of the International Cigarmakers' Union, and a labor leader of this country, also addressed the meeting. Plans were discussed on Sunday morning for state organization of the cigarmakers and tobacco workers.

PENNSYLVANIA TOBACCO CROP.

The average yield of this season's crop is estimated at 1300 pounds per acre and the production 53,300,000 pounds as compared with 61,320,000 pounds last year and 55,611,000 pounds, the average production for the past ten years. The quality of this season's crop was about 86 per cent. of normal as compared with 94 per cent. last year and 92 per cent., the average quality for the past ten years.

P. P. TREATY RATIFIED BY TWO MORE

Two more South American countries have ratified the parcel post convention negotiated at the Postal Conference held at Buenos Aires, September, 1921. Announcement has been made by the Post Office Department that San Domingo and Brazil have ratified the treaty and that hereafter parcels weighing not more than twenty-two pounds may be sent from the United States to those countries by parcel post at the rate of twelve cents per pound. There are now five South American countries which have ratified these negotiations, the others being Mexico, Salvador and Uruguay.

I. C. C. TO ACT ON EXPRESS RATES

Increases in express rates, rather than a reduction, are necessary at this time, according to officials of the express companies. Hearings on the shippers' application for a reduction in express rates will begin before an examiner of the Interstate Commerce Commission On November 20. Bitter opposition will be offered by the express companies to any efforts to reduce the rates.

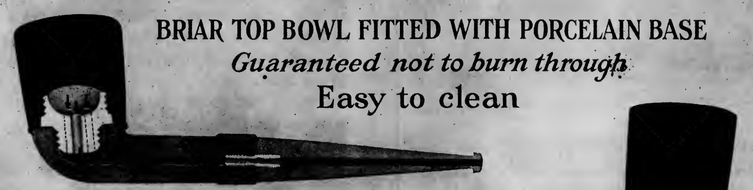
The express companies of the country today are not paying their way, it is declared. The first step in the counter-attack of the express companies upon the application for a reduction in rates was recently taken when the American Railway Express Company filed a petition with the Interstate Commerce Commission asking for authority to increase the rates, on the ground that the company and the railroad companies carrying its matter find it necessary that an increase should be made in the rates in order that the express business may pay operating expenses, taxes attributable to it, and a fair return in the property devoted to the business.

(continued on Page 22)

WDC TRADE MARK

Drysmoke

TRIANGLE BAKELITE SOCKET PIPE



BRIAR TOP BOWL FITTED WITH PORCELAIN BASE
Guaranteed not to burn through
Easy to clean

MADE WITH THREE DRAUGHT HOLES TO INSURE A COOL, CLEAN, DRY SMOKE.

If your jobber can't supply you write us for the name of a nearby jobber who can.

All WDC BAKELITE SOCKET PIPES
are now made with this improved feature

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

There's *something* about them you'll like-

Trade Mark

Twenty to the package

Herbert Tareyton
London Cigarettes

FALK TOBACCO COMPANY, Inc., NEW YORK
RICHMOND, LONDON

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Quality—
Salability

2 for 15¢

CRESSMAN'S
COUNSELLOR CIGAR

Makers — ALLEN R. CRESSMAN'S SONS — Philadelphia

I. C. C. TO ACT ON EXPRESS RATES

(Continued from Page 20)

The American Railway Express Company was organized in June, 1918, under the laws of Delaware, being a combination of the American, Adams, Southern and Wells-Fargo express companies. During the existence of the Director General of Railroads the business was conducted under his direction and was without profit, and in addition it piled up a loss amounting to more than $70,000,000 to the Government during that period.

The complaint set forth that the total gross revenue of the American Railway Express Company during 1921, for the calendar year, was $298,976,591, and the combined expenses of the railroads and the express company incurred in the conduct of the express business totaled, approximately, $388,147,782, leaving a deficit of $39,171,191, exclusive of any return on the investment to the express or the railroad companies.

According to the best estimates that have been made on the subject, the most that the company can expect to make for the present calendar year will be $290,000,000, and with expenses of approximately $303,000,000, this will mean a deficit, exclusive of return on its investment, of $13,000,000. In support of the request, the complaint states that the railroads and the express company have conducted the business—both railroad and express company ends of it—on the most economical basis consistent with good service, and while the cost of operations has been declining, due to the gradual return to normal conditions of operating expenses, the express company believes that the deficit will continue in practically the same ratio for next year and for ensuing years thereafter unless an increase is granted. It is also urged that changes could be made in the express classification and ratings of articles, which changes will be outlined in detail at the hearing.

The petition for a hearing on the express rate question was filed with the Interstate Commerce Commission by a number of large shippers, who asserted that there was discrimination between express rates and freight rates, the latter having been reduced by approximately ten per cent. last July, while the former are still at their war and post-war peak. The contention of the express company that the business is not profitable is the same as was offered by the railroad companies during the freight hearings last winter. It was felt by the Commission, however, that the business of the country necessitated lower freight rates, and they were accordingly ordered. Whether a similar opinion will prevail in the matter of express rates is a question. In view of the tremendous deficit which the company asserts it has incurred since the war it is very likely that the Commission will take the view that the present rates should prevail for some time longer in order that the carriers may have an opportunity to recoup their losses.

News from Congress

(continued from Page 14)

rules and regulations as may in the judgment of the Commission be deemed just and reasonable."

A brief has also been filed by the general counsel for the American Short Line Railroad Association, seeking exemption for all roads members of that organization. It is asserted that the record discloses that all the carriers making application for exemption do relatively little passenger business and the operating income from all sources is so meager that a further reduction, however small, would be unjust and altogether unwise, if not confiscatory.

Final arguments will be heard by the Commission during November.

Ship subsidy, appropriation, and a number of matters of interest to the business men of the country are to be taken up during the short session of Congress, which the President had called to convene on November 20. The extra two weeks of the session which will result from this call will be devoted to the ship subsidy legislation, which the President is anxious to have passed at the earliest possible moment. In order to insure this legislation being passed in the short session it will be necessary to have Congress convene as soon after election as possible, because, as a general rule, it has its hands full putting through the annual appropriation bills during the short regular session, which ends on March 4.

It is expected that the President will request congressional leaders to devote their time as much as possible to the administration legislation. Ordinarily a large number of bills of miscellaneous character are introduced in the early days of the session, and many of them are called up by their authors during dull days in Congress, but it is believed that if this is permitted during the short session it will be impossible to enact the legislation which the President is asking for.

A meeting will be held early in January between officials of the Division of Simplified Practices, of the Department of Commerce, and representatives of 160 or more trade associations, for the purpose of taking up the standardization of containers, particularly those used for the handling of food, cigars, and cigarettes.

It is the belief of officials of the Department of Commerce that there is too much diversity in the sizes, shapes and material of containers, and they have been devoting some consideration recently to the simplification and standardization of containers. It is believed that a few standard sizes, of standard shapes and standardized composition, can be agreed upon, which will not only save the handlers of the products for which they are used a great deal of money, but will also make it possible for container manufacturers to operate on a more efficient and cheaper basis.

Invitations will be sent out to the various associations in the tobacco industry to have representatives at the meetings, it was stated at the Department.

For Your Protection

The Government of Porto Rico requires that a Guarantee Stamp be affixed to every package of Tobacco—either leaf or manufactured—for consumption in or out of that Island.

These Stamps are classified by color and reading to show the exact source of the Tobacco labeled—whether of native growth, foreign origin, or a blend of these.

Your purchases are thus protected against fraud and adulteration. Whatever your requirements, you are sure to get what you have bought.

Look for this Guarantee Stamp on your barrels or bales—see what the color tells you.

WHITE—if of native grown tobacco;
PINK—when of foreign soil; and
BLUE—when a combination of native and foreign tobaccos.

For further information, call or write

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
W. L. DANNAHOWER, Agent
126 Maiden Lane, - New York, N. Y.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO

For MEN

Just a hint — Don't Pass this Up

A number of houses have ordered these Ties—to give to their salesmen, office force and foremen—as an additional little remembrance at Xmas time.

Why not give him a useful gift this Christmas?

Our special holiday offering will please him:

Two beautiful *All Silk Neckties* packed in handsome box with embossed greeting card included. *These Silks are exclusive patterns, well made, rich, but genteel colors,* similar quality ties sell at retail stores for $2.00 each. So that we may have our "*J. H. B.*" all silk ties known throughout the States we make this special offer—

Send us $2.00 for each package—

(Two Ties, Box & Greeting Card), we pay postage. This ad will not appear again. *Get your order in early.* We will see that package reaches you before Xmas.

Reference—York Nat. Bank.

ADDRESS

J-H-B SILK NECKWEAR CO.
YORK, - - PA.

TO those ordering 10 or more boxes, to the same address we give one box gratis.

This applies to multiples of 10 boxes.

You cannot give anything that would be more appreciated.

Printing Plates

that are Etched Deep for Printing on Paper or Wood

WE SPECIALIZE ON DESIGNS & ENGRAVINGS for the CIGAR & TOBACCO TRADE

HORN BROTHERS ARTISTS

The J-H PHOTO-ENGRAVING CO. ENGRAVERS

13 S. GEORGE ST. YORK, PA.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893

MANUFACTURERS OF
CIGAR BOXES AND CIGAR BOX LUMBER

WE SPECIALIZE ON
GOLD LEAF WORK

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

Business Building

(continued from Page 18B)

By golly! I'll answer for you, and I'll answer good and loud. No chute for you. You are going to say that it's a duced sight better to wear out than rust out. You are going to get busy and qualify at least as a second rater. You are going to play the game and play it hard. You are going to ask a million questions of every traveling salesman as to what you can do to improve your store and your business. You are going to read trade papers and the Business Building Department and get pointers. You are going to fare forth among the cigar stores of your town and your near city, take your eyes along and learn their methods. You are going to get fun out of activity. You are going to make the dust fly in your part of the country. You are going to be doin' sumphin' all the time, and get in the class ahead of you, by gum! And I'm willing to bet good coin on your success.

FLINT WILL BE CALLED "OPPORTUNITY'S GATEWAY."

Flint, Mich., November 10.

"Flint—Opportunity's Gateway"—is the slogan selected from among several hundred as the prize winner in the Chamber of Commerce contest for the best description of this city. A. H. Bitzinger, an automobile worker, wrote the slogan.

Miss Mattie Smith, former manager and buyer of the cigar stand in the old Charlevoix Hotel, has accepted the position as manager of the Addison Hotel cigar stand. Miss Smith has a host of friends in the trade as well as the buying public; we all wish her much success in her new position.

Charles Speitz, the Master Blender of "Robert Emmet" cigars, was a recent visitor to the New York leaf market.

Mr. Laurin D. Steel and Mr. William H. Watts, the live wire managers of Tinkham Bros., branches at Buffalo and Rochester, were recent visitors to Detroit, calling on F. Vega & Co., manufacturers of "Las Vegas" cigars, which brand is distributed by Tinkham Bros. in their various branches.

S. G. Brown, manufacturer of "Brown's Havana Principes," called on the Detroit trade last week and reports a very satisfactory business.

Dave Jenks (G. H. P. Cigar Co.), the "El Producto" ace, has returned from a ten days' trip to the Buck-Eye state, where "El Producto" is hitting on all eight cylinders and growing in popularity each day.

James C. Glaccum, of William Glaccum & Co., Inc., Newark, N. J., was a recent visitor to Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

Mort Hammer (E. H. Gato Cigar Co.), the "Cressida Country Club" specialist, blew in town the other day for a short sojourn and made his headquarters at the Watkins Cigar Company, who are the sole distributors in Detroit for the "Cressida Country Club." Mort was looking fine, happy, prosperous and left on the midnight train for his home in the Windy City.

CIGAR MACHINERY

Wolverine Bunch Breakers

Wolverine Cigar Packers

For Boxes of 50 and 100, Bundles and Round and Square Tins

WRITE FOR DESCRIPTIVE CIRCULARS

Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office 222 Pearl St. New York

Warehouse Havana Cuba

800 CIGARETTES A MINUTE!
PLAIN OR TIPPED
ON
Our New "Triumph" Model U. G Cigarette Machine
More than 5,000 "United" Machines in Daily Operation Throughout the World
Write today for full particulars on our latest models

Cigarette Machines — Auxiliary Machines — Tobacco Stemming Machines — Cigarette Packing Machines

UNITED CIGARETTE MACHINE COMPANY
INCORPORATED
LYNCHBURG, VA., U. S. A.

Canadian Representative: GEORGE E. GOLDSTEIN, 310 Nicholas Bldg., Montreal

Cuban Representatives: LARRAZABAL Y CIA, Calle De Concordia No. 5, Habana

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BRANDES NICKEL FORD:—42,843. For cigars. August 28, 1922. Charles E. Brandes, Cincinnati, Ohio.

INDIANAPOLIS ATHLETIC CLUB:—42,844. For all tobacco products. October 21, 1922. Rauch Cigar Co., Inc., Indianapolis, Ind.

LEATHERNECK:—42,845. For cigars, cigarettes and tobacco. October 24, 1922. Sidney J. Freeman & Sons, New York, N. Y.

FRA-BAC:—42,846. For smoking tobacco. October 17, 1922. Herman Blumenthal, Brookline, Mass.

SALUBRO:—42,847. For cigars, cigarettes and tobacco. September 19, 1922. The American Label Co., New York, N. Y.

LOST TRAIL:—42,848. For cigars, cigarettes and tobacco. October 17, 1922. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

PENNSYLVANIA PRINCE:—42,850. For cigars. October 24, 1922. A. Naum, Shenandoah, Pa.

SIR CARLSTAIR:—42,851. For tobacco. October 26, 1922. Geo. Holtz & Son, Wood Ridge, N. J.

WELFARE MIXTURE:—42,852. For cigars, cigarettes and smoking tobacco. October 13, 1922. Charles E. Waters, Philadelphia, Pa.

FASCISTI:—42,856. For cigars, cigarettes and tobacco in all forms. November 1, 1922. Larus & Brother Co., Inc., Richmond, Va.

ARCADIE:—42,857. For cigarette tubes and cigarette paper. October 30, 1922. Royal Turkish Tobacco Co., Inc., New York, N. Y.

TRILBY:—42,858. For cigarette tubes and cigarette paper. October 30, 1922. Royal Turkish Tobacco Co., Inc., New York, N. Y.

LIMA QUEEN—SAN ALTO CIGAR CO.:—42,859. For cigars, tobacco, cigarettes and snuff. October 13, 1922. San Alto Cigar Company, Lima, Ohio.

NELLY KELLY:—42,860. For all tobacco products. November 4, 1922. American Litho. Co., New York, N. Y.

NELLIE KELLY:—42,861. For all tobacco products. November 4, 1922. American Litho. Co., New York, N. Y.

UNCLE BUD:—42,862. For cigars. September 29, 1922. W. F. Clegg Cigar Co., Greensboro, N. C.

DELPHI PRIDE:—42,863. For cigars, cigarettes and tobacco. November 6, 1922. F. M. Howell & Co., Elmira, N. Y.

TOPKIS:—42,864. For all tobacco products. November 4, 1922. American Litho. Co., New York, N. Y.

TRANSFERS.

LA GLORITA:—21,403 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 15, 1899, by American Litho. Co., New York City. Transferred to Cane Bros., New York City, March 13, 1903. Re-transferred to American Litho. Co., February 6, 1922, and re-transferred to Nathan Turk, New York City, February 17, 1922.

LO BOCADIA:—16,715 (Tobacco World Registration Bureau). For cigars, cigarettes, chewing and smoking tobacco. Registered December 4, 1908, by Moehle Litho. Co., New York, N. Y. Transferred to C. C. A. Cigar Co., Newark, N. J. Re-transferred to J. H. McPike & Co., New York, N. Y., February 1, 1922.

LA GERA:—31,215 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered January 23, 1906, by Wm. Steiner Sons & Co., New York, N. Y. Transferred to Anton Moskovitz, New York, N. Y., September 2, 1914, and re-transferred to Anton Moskovitz & Son, New York, N. Y., October 26, 1922.

CERTIFIED HAVANA CIGAR:—24,901 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 9, 1912, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred by Pasbach-Voice Litho. Co., successor to Kaufman, Pasbach & Voice, New York, N. Y., to Grand Rapids Cigar Box Co., Grand Rapids, Mich., September 14, 1922.

HIGH CREDIT:—24,770 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 7, 1912, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred by Pasbach-Voice Litho. Co., successor to Kaufman, Pasbach & Voice, New York, N. Y., to Grand Rapids Cigar Box Co., Grand Rapids, Mich., September 14, 1922.

CANCELLATIONS.

SANTA CATALINA:—42,782 (Tobacco Merchants' Association). For all tobacco products. July 27, 1922. Golden State Box Factory, Los Angeles, Cal.

TITLES CLAIMED.

A. C. Henschel & Co., of Chicago, Ill., claim all rights to the following titles: "Jave del Vega," "Carolina del Java," and "Carolina del Vega."

MAX GARTMAN DEAD

Max Gartman, who was for several years general superintendent for Bayuk Bros., died of heart trouble on November 1st. Mr. Gartman was fifty-six years of age and had been in business at 5847 Chestnut Street, prior to his death. He was very well liked by all who knew him.

TALK ABOUT AIR CASTLES.

Richard Henry Checkley, who was a tobacco clerk in a store in London until a few days ago, was married a few days ago to the Hon. Alexandra Louvima Knollys, daughter of Viscount Knollys. The bride is a goddaughter of Queen Alexandra, and has been intimate with court circles since her birth. There is said to be no danger of disinheritance, for the romance is said to have been with the full approval of Viscount Knollys. The romance began when the bride met her husband during the war while she was doing duty as a nurse.

AL WORCH ABSORBS HART-MURPHY.

The manufacturing business of Hart-Murphy, St. Paul, has been purchased by Al Worch, president of the Kuhles & Stock Co. The business of Hart-Murphy consists of the manufacture of clear Havana cigars and that of the Kuhles & Stock Co. of a sumatra and Java. The two businesses will be conducted independently as previously. Mr. Worch was associated with Charles Spietz of Detroit a few years ago, and is well known among the trade.

The General Cigar Company, in order to care for their growing business, have recently opened another branch cigar factory in Sandusky, Ohio.

Demand for the products of the Cincinnati Cigar Co., have made it necessary for them to open a branch cigar factory in Wellston, Ohio.

UNIVERSAL TOBACCO MACHINE CO. EXHIBIT.

The Universal Tobacco Machine Co., one of the foremost manufacturers of cigar and tobacco machinery in this country is fully alive to the opportunities offered by the International Tobacco and Allied Industries Exposition, to be held in Grand Central Palace, New York City on February 3d to 10th, 1923, and announces they will have on exhibition at that time the following machines:

Model M Tobacco Stripping and Booking Machine.
Model M Tobacco Stripping and Non-Booking Machine.
Model F Tobacco Stem Crushing and Booking Machine.
Model F Tobacco Stem Crushing and Non-Booking Machine.
Model L Short Filler Bunch Machine.
Huttger Long Filler Bunch Machine.
Model J Leaf Counting Device.
Model K Gum Cleaning Attachment.
Model W Butt Cutting Device.
Models E-1, D-2 and C-3 Wrapper Registers.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST. CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
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CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

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26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels do increase sales of Cigars.
For the BEST, write us.
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SINCE 1870

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE FINEST
GOLD LEAF and BRONZE Work
Be sure and see our samples before placing your order.
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GROWERS
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Connecticut Shadegrown Wrappers

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Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

DECEMBER 1, 1922

VOLUME 42 NO. 23

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THE TOBACCO WORLD

EXHIBITORS!!

REMEMBER—The Trade Papers that are boosting the coming Tobacco and Allied Trades Exposition are *boosting your business.*

THE SHOW—is an assured fact—Therefore,

"Lets Make It Unanimous"

TO THE ENTIRE TRADE—The list of exhibitors is growing rapidly—the live dealers throughout the country are coming to the show—The *public* will be there hundreds of thousands strong—All live *manufacturers* of anything connected with the industry can exhibit to great advantage and can accomplish more in one week at a *small* cost than they could in six months at a big outlay—

BECAUSE *The whole crowd will be brought right to you* and they will be there in a *receptive mood.* You can accomplish much more with Buyers *who seek you* than with those you have to seek. - - - - -

Remember the Dates---February 3rd to 10th, inclusive, 1923.
Grand Central Palace, New York City

For further particulars address National Exposition Co., 3rd Floor, Hotel McAlpin, New York City
Telephone Pennsylvania 5700, Extensions 334 and 336

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Mr. Cigar Manufacturer!
Consider the Wooden Box From This Angle

Your two ultimate sources of sales—the retailer and the consumer—prefer Cigars packed in Wooden Boxes.

The retailer likes the Wooden Box because: (1) His display case has been designed specifically for the Wooden Package. (2) No other form of container lends itself so well to counter and window display. (3) The porous feature of wood enables the cigars to season under ideal conditions.

The consumer prefers the Wooden Box because: (1) Cigars packed in this way are kept in the prime condition that insures perfect smoking qualities and (2) Only from the Wooden Box can be made selections for color, shape and workmanship.

(ADVERTISEMENT)

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TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

ABOVE ALL
BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia **Penna.**

EL ROI-TAN

PERFECT CIGARS
SOLD EVERYWHERE—GOOD ANYWHERE

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

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10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

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LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transaction. Write full particulars. Address Distributor Box No. 450, care of "The Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 42 DECEMBER 1, 1922 No. 23

TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, President and Treasurer
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
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FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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LUCKY STRIKE CIGARETTE

It's toasted

This one extra process gives a delightful quality that cannot be duplicated

Guaranteed by The American Tobacco Co. INCORPORATED

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TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
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Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP
This stamp on each box protects the trade
Demand it on your goods

This Association, in behalf of its members, wishes to thank the trade—both Distributors and Dealers—for their loyal support of Tampa brands.

YOUR Assistance has been invaluable to us, and we take pride in announcing that "Tampa" is making more cigars today than at any previous time in her history.

Tampa Makes Good Cigars
Demand the Identification Stamp

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

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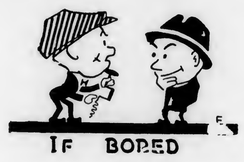


with cigar box dissatisfaction, place your next order with us. Our boxes give perfect satisfaction and add the finishing touch to all good cigars.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

Volume 42

THE TOBACCO WORLD

Established 1881

Number 23

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 1, 1922 Foreign $3.50

EDITORIAL COMMENT

PLANS for the Tobacco Show are moving forward with rapidity and the amount of space available is rapidly decreasing. Keeping pace with the progress of the show is the increasing interest evident on every hand throughout the trade. Any doubt as to the attendance is rapidly disappearing and many of the trade from distant points who make an annual pilgrimage to New York shortly after the first of the year, are planning now to have their 1923 trip coincide with the dates of the Tobacco Show.

The number of exhibitors of mechanical devices is increasing and this will be a big educational feature for all those interested in the production of tobacco products by mechanical methods.

This exposition will afford an opportunity to put to rest for all time many of the unsavory stories about the manufacture of tobacco products that have always been an important part of anti-tobacco propaganda.

The time is at hand for every branch of the tobacco industry and every allied industry to put forth its utmost efforts to make the exposition a tremendous success. Every buyer of space should consider himself a special member of the attendance committee. As an exhibitor it should be his duty to induce every possible prospect to be in attendance. From a selfish standpoint the more visitors to the show, the greater the exhibitor's returns. And if every exhibitor will work to increase the size of his audience there is no question but what it will be an overwhelming success.

At least one house is already preparing to mail letters to all its customers and prospects extending a personal invitation to them to visit their exhibit at the show.

So, "Let's Make It Unanimous!"

INDICATION that there is a strong recovery in the retail cigar trade seems obvious from the reports emanating from the various cigar manufacturing centers of the country.

"Production" is the cry, and after two rather dull holiday seasons, "express shipments" are again the order of the day.

We believe that a contributing factor has been the studious effort on the part of all manufacturers to produce value-giving merchandise. The consumer in every line is seeking value for every penny that he spends. He is no less careful in his cigar purchasing. Now that old stocks have about disappeared the smoker is able to appreciate the merit of the newer goods into which the manufacturers have undoubtedly placed the utmost in quality for the price at which they are sold.

It is to be expected that the retail trade will experience a quiet period after the first of the New Year, until after the consumer has finished his stock of Christmas cigars. If the retailer has used judgment in laying in his brands for the holidays he will no doubt enter the New Year with a minimum stock on hand which will enable him to continue to order in small quantities thus keeping the factories working to a reasonable capacity.

The evils of over-stocking have been so often demonstrated that it does not seem possible, once this lesson has been learned, that the same mistake can be made again. Frequent small orders mean cigars in good condition for the consumer, and better collections for the manufacturer. We believe that 1923 will show a steady improvement in the cigar trade, but the industry must do its part to create this favorable condition by increasing their efforts to popularize cigar smoking.

FOR AND AGAINST CIGARETTES

The startling decrease in the consumption of cigarettes in Canada is viewed with much alarm by the manufacturers in that country, and they are casting envious eyes toward the enormous increase in production and consumption of cigarettes in the United States. However, it is an ill wind that blows nobody good, and the pipe manufacturers in Canada are gloating over the fact that everything points to a good year for the sale of pipes, but in this country it works

(continued on Page 22)

PHILADELPHIA.

THE CORAZA CIGAR CO. LOOMS UP BIG

Howard F. Pent, who recently acquired and became president of The Coraza Cigar Co., Seventh and Cherry Streets, sees with the vision of a thoroughly trained tobacconist and cigar maker, a wonderful future for his house looming up on the horizon. No one can question Howard Pent's keen perception nor doubt his ability to put the old Coraza Cigar Co., not only on a firm financial basis, but in the class of manufacturers that win confidence and lasting popularity. Beginning, as a boy in the E. H. Gato Cigar Co. factory at Tampa, Fla., Mr. Pent began to climb. Later he was located with Cayatano Sorio at Key West. Through his aptitude and sagacity Pent became recognized as a rapidly rising force and power in the realm of tobacco blending and cigar making. Later on, after well-grounded experience at Key West, Howard F. Pent was made a partner in the Pent Bros. Co., cigar makers in Philadelphia, where he forged ahead rapidly. Some few years ago the Pent Co. merged with the H. Sommers Co. and became its manufacturing head, finally selling out. Mr. Pent devoted nearly a year in the tobacco packing game in Porto Rico.

If, after such concentrated pursuit of knowledge and skill in the cigar game Howard F. Pent is not a master of his profession no human being can be. The name Pent will certainly add lustre to the galaxy of cigar manufacturers in Philadelphia, where there are stars of various magnitude and Pent is bound to be a star of the first magnitude.

The "Marshall Field," a brand of years' renown, will be produced by Mr. Pent as a Java wrapped cigar in a variety of sizes to retail at from 10 cents straight to three for half a dollar. The "Marshall Field" is now appearing in extremely nifty and attractive packings—mighty tempting to the fastidious smoker.

Another of Pent's offerings is "La Voca," a shade-grown, wrapped cigar to retail at 10 cents and up.

"La Toma" is Pent's Sumatra wrap specialty, a 10-cent-and-up cigar in assorted sizes. There is also a "La Toma Baby" in the Pent family to retail for a nickel.

THE TOBACCO WORLD not only bids Howard F. Pent welcome to its long list of satisfied advertisers, but congratulates him upon entering the Philadelphia field with such brilliant achievements in the past as a background with which to demonstrate his ability to add another brilliant success to our midst.

CONGRESS HAS NATIONAL DISTRIBUTION

Willis Andrus, with his usual sang froid reports that "La Palima" now enjoys a complete national distribution. Such an enviable position certainly reflects great credit on the personality, ability and skill of Willis Andrus the sales manager of the Congress Cigar Co. Of course, our genial friend Willis, has a cigar in "La Palima," which combined with his skill as a sales manager forms a combination hard to break. THE TOBACCO WORLD extends congratulation on the colossal achievement of Mr. Andrus.

Howard Knowles of the Fred Harvey Co., of Kansas City after visiting New York was a visitor this week, looking for bigger shipments. Isadore Mayer, New York State, representative for "La Palima" called at the factory this week feeling most optimistic.

Sam Paley and wife left this week for Hot Springs Va., for a much needed rest.

The Congress Cigar Company's factories are all working "full up" on Christmas orders.

A new out door sales campaign in Philadelphia was recently released. Mr. Andrus, laughs at the idea of any slump in the cigar business. He sees nothing, but a bright outlook for 1923.

ANTONIO ROIG & LANGSDORF OVERSOLD

Notwithstanding a slight break in the continuity of production at their Philadelphia factory, the Roig & Langsdorf, famous "Girard" cigars are reaching a normal production. All their out of town factories are running full-up. The demand has increased to the point where they are now heavily oversold, which not not only speaks well for "Girard" popularity, but is flattering to the sales management.

The present oversold condition precludes the seeking of new large accounts, is the statement made at the office of Roig & Lansdorf.

P. C. FULWEILER & BRO. COMFORTABLY BUSY

H. N. Norton reports a condition, while not alarmingly glowing, that makes things look bright for 1923.

Edward M. Laing is, at present, in New Jersey, and H. L. Bedard is confining his efforts to New York State.

Both of these tried and true knights of the steel highway are keeping their house comfortably busy.

EL PREDOMINO CIGAR CO. SWAMPED

Mr. N. Cohn, manager and creator of the renowned "Della Casa" cigar, is at last compelled to admit that business is a little more than good. We are simply swamped with business, said Mr. Cohn.

A large and very satisfactory account was recently opened with the house of I. Lamb, of Hazelton, Pa.

POST CIGAR CO. LOOKING FOR BIG 1923 BUSINESS

Mr. Balestocky assures us they are so busy they cannot with safety take on any more out-of-town accounts and do justice to local houses which are featuring "Post" cigars. They are putting out extremely attractive packings of fortieths for Christmas. Mr. Balestocky believes, from present indications that there will be a big 1923 business.

THOS. DALY JR. IS GREETED WITH SUCCESS

The "Tom Daly" cigar recently launched, about which we wrote in our last issue, has gone over with such pronounced success that our friend Tom is a bit worried about getting a production sufficient to meet the demand. The success already achieved through getting the "Tom Daly" placed with the Union News Co., has led to the opening of a large account with Murphy Bros., of Camden, N. J., and the well-known house of E. G. Mays, of Wilmington, Del. We like to see an honest-to-goodness cigar go over big. Congratulations are in order.

WM. H. BAILEY SHOWS ANXIETY

"What's the use of talking?" said "Bill." "It's the same old story—way over-sold and I can't get goods ordered way back in August when I placed orders for 300,000 'Vamps' from the Philippine Co. and 200,000 'Hawley's.'

"Gee, there's 'Tiona,' for instance, 150,000 ordered and only a few coming through. Well," said "Bill," with a smile of satisfaction, "the Phillippine Co. never questions my orders and I get all that's shipped to Philadelphia."

A large order of "Puntacima," Manila cigars, is expected now any day. "Bill" was not talking to hear himself talk either. His shelves and cases were observed to be empty. "Oh, I'm not worried a lot," said "Bill." "I'll get the goods some day."

EISENLOHR OPENING UP NEW TERRITORY

Ben Lichty, vice-president of the Eisenlohr Co., is on an extended western trip, to be absent several weeks. He will visit his former home. A. D. Irvine, for many years an efficiency engineer, has joined the Eisenlohr forces as assistant to Mr. Lichty. Mr. Irvine reports a wonderful business at the present moment, partially as a result of opening up new fields of activity throughout the New England States.

We found a general feeling and opinion prevailing at the offices of the Eisenlohr Co. that next year's business will equal, if not exceed, their palmiest years.

Vigorous hustling and unusual activity was noticed as we passed through the Eisenlohr shipping department on Market Street. F. W. Goodwin, the courteous and genial leader of the shipping force, reported the reason for so much peppy activity was due to the enormous Christmas business; that seldom, if ever, had they seen such a rush. Hope it keeps up, said all the boys. The way those artists were handling their task was amazing.

RELIABLE CIGAR CO. RECEIVING OVERTURES

"La Borona," made by the Reliable Cigar Co., has met with such popular favor it is commanding the attention of large distributors in the West, who are making flattering inducements to open large accounts for "La Borona." The Reliable Cigar Co. is putting out handsome, dependable goods and good cigars they are, too. Two new delivery trucks are now in service.

J. J. Sweeny, one of Chester's biggest dealers, has become a "La Borona" booster. From all signs this cigar is destined to become one of the leading brands.

FRANCIS V. WOOD MAKES GOOD IMPRESSION

F. V. Wood, who bought out the old H. B. Grauley stand, at Sixth and Chestnut Streets, has made a favorable impression already. He's got the crowd coming his way. Why shouldn't he? Mr. Wood has an old, popular stand, a fine line of staple, rightly priced brands and is giving service that should command the attention of Chestnut Street's most discriminating smokers. The Cressman lines are now featured by F. V. Wood, the addition of which goes to show this enterprising new dealer is showing wisdom in taking on a line so extensively known and liked.

BAYUK BROS. SEE NO "LET UP"

Business at Bayuk's has assumed such proportions and is in such a healthy condition no apprehension is felt about next year's outcome. Deliveries are still on an allotment basis.

C. R. Williams, of the Hatcher Cigar Co., of Roanoke, Va., controlling that territory for Bayuk brands, was a visitor last week.

Albert Buuk, of Wayne Tobacco Co., Wayne, Ind., paid the house a visit last week begging for more stock.

A. B. Creech, Bayuk's Texas representative, who has been ill for some time with a Texas malady, is out again and on the job.

Bayuk Bros. well-known brand, "Prince Hamlet," formerly sold for ten cents, has been advanced to thirteen cents.

Fred C. Allen is making a big hit with the 13-cent "Hamlets" throughout New Jersey.

THOS. MARTINDALE & CO. CIGARS

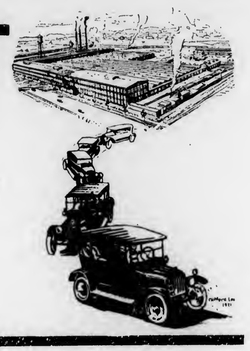
This old and renowned Philadelphia house has one of the best equipped and best stocked cigar departments to be found in any grocery emporium in the city. Mr. W. S. Russell, who has been connected with Martindale's for many years and who is looked upon as one of the most efficient cigar engineers behind a counter, is in full charge of Martindale's cigar department. "Only the best and only correct service" is Mr. Russell's motto. It is a delight to observe how well he lives up to this motto. If a line of smoke-joys get in Martindale's tobacco department it is at once a sure sign they will go over big. The Martindale "Special Perfecto" cigar, three for twenty, is one of their most popular and strongest sellers.

Martindale's own brand, known as "Viv," three for a quarter, long and well-known, still holds its own with their patrons.

William F. Breitenbaugh, who died last week and whose funeral was held last Saturday, was connected with Thomas Martindale for thirty-three years.

(Continued on Page 20)

DETROIT



Detroit Having Brisk Christmas Trade—Another One Charged to Prohibition—Handsomest Hotel in America Planned—General Cigar Co.—Victim of Hold-up—Much Window Advertising of "Naturals"

Detroit, Mich., November 25, 1922.

DETROIT business is keeping up well with the wholesalers and retailers here and many wholesalers are complaining of the shortage of various popular brands. The retailers are stocking up on one-fortieth packings and special Christmas packages of attractive designs in holiday attire. Pipes and smokers articles are in big demand with the lady shoppers. They are selecting the most exclusive patterns and latest novelties. Indications point to a big holiday trade and the retailers anticipate a splendid Christmas business.

Prohibition has been blamed for many things and the latest to crop up is said to be the serious effect on ..e of flowers to men. According to the head of a fashionable florist's shop here, the sale of flowers in "the old days" could be estimated on the number of cocktails sold. One cocktail usually inspired the sale of half a dozen pinks, and two drinks, averaged a bouquet of violets while three cocktails was almost sure to be followed by the purchase of orchids.

Ace of hotels to be built here, proposed twenty-one story structure will be the "Handsomest in America." Through the visit of Walton H. Marshall, managing director of the Hilliard Hotel Company, construction of a new twenty-one story hotel of 800 rooms and the most complete hotel in the United States, will be begun within the near future in the vicinity of Grand Circus Park. Following a conference with representative business men at the Detroit Club, Mr. Marshall and Charles D. Wetmore, architect, of the firm of Warren & Wetmore, announced that the hotel will be one of the famous Vanderbilt string and probably would be in operation early in 1924.

"The only yard-stick by which success can be measured is Results."

N. J. Rice, of the American Cigar Company, New York, N. Y., was a recent visitor to the city of Detroit.

Irving J. Hahn, (R. Steinecke Co.,) of "Aresco" fame, paid his respects to our city last week, his last visit for the season of 1922, Irving says, he is well pleased with the business our leading Detroit dealers have given him this year, and that he is looking forward to a big increase for the New Year.

A. P. Harvey, department manager of the Liggett & Myers Tobacco Co., was in our midst last week on a business tour of inspection regarding the cigarette business.

S. Olster, (Ruvera Lopez Cigar Mfg. Co.,) Philadelphia, Pa., called on the trade here this week, and reports a very satisfactory business on his brand.

Chas. A. Campbell, manager of the restaurant and cigar department of the Hudson Motor Car Company, is back at his desk after an illness of several weeks.

Jack Planco, (Ruy Suarez & Co.,) "Planco" cigars, has been with us for a few days looking over conditions and making the rounds with Ralph Damon, his local representative.

A. J. Mitchell, (Julius Klorfein), "Garcia Grande" cigars, is putting in some good work here on his brand, which already enjoys a big sale, as well as a perfect distribution. Many attractive window displays are to be seen throughout the city.

Julius Marqusee, of Julius Marqusee & Son, New York, N. Y., dealers and packers of Seed Leaf Tobacco, was a recent visitor to our city, calling on the cigar manufacturers.

F. H. Lee, (American Air Purifier Corporation), New York, N. Y., "Portable Humidifier," has been with us for a few days on a tour of inspection of his company's Humidifiers, which are used in our city by practically every jobber and retailer.

George S. Merrick, (Carreras Co., Ltd.,) London, England, "Craven Mixture" smoking tobacco, was in our midst last week and secured some fine business on his mixture.

Geo. Becker, (Park & Tilford), was in town last week looking things over and booking up orders on "Mi Favorita" and "Tilford" cigars, both of these brands are handled by Bert Johnson and enjoy a big sale. "Tilfords" are proving Bert's best bet in Sumatra wrapped cigars and the smoking public are more than pleased with the fine quality contained in "Tilford" cigars.

Jas. McMahon, of the Consolidated Cigar Corporation called on their Detroit distributors last week. "Dutch Master" and "Henry George" are distributed by J. L. Marcero & Co., and "Harvester" cigars are placed throughout the city by Claude E. Howell. All three of these brands are rapid sellers and big repeaters.

A. D. Goodman, of the A. D. Goodman Company, Cleveland, Ohio, was a recent visitor to the Webster Cigar Company's plant in our city. The Goodman Company are the Cleveland distributors on "Webster" cigars, and Mr. Goodman's visit was to expedite shipments for his territory on these cigars, which are one of Cleveland's leading sellers.

Mark Levine, (H. Duys & Co.,) called on the Detroit manufacturers last week, showing the trade high grade samples of Sumatra and Java.

Frank Lopez, (Garcia & Vega), blew into the city last week for a few days to make a general survey over business conditions, and picked up a few more orders on holiday goods for express shipment. Frank says, he has laid away the white flannels in camphor, until the Palm Beach season opens up, then he will give the girls another treat.

B. F. Pyle, (Wohl & Comstock), was a recent visitor to our city and signed THE TOBACCO WORLD register at Bert Johnson's.

F. W. Walters, who has been working Detroit and vicinity for M. Melachrino & Co., on "No. 9s," has been transferred to Grand Rapids, Mich., and will have charge of the western Michigan territory.

W. W. Rosebro, president of F. Vega & Co., has returned from a business trip to New York City and eastern points in the interest of "Las Vegas" cigars.

Alex. Herbert, president of Philip Morris & Co., Ltd., was a recent visitor to the city of Detroit, checking up conditions on his company's brands, which enjoy a big sale here. Jack Finn, local representative is very popular with our trade and all of his company's brands have shown big increases since he has had charge of this territory.

Roe J. Vincent, (A. Santella & Co.,) "Optimo" cigars, who has been doing specialty work here for the past sixty days, has returned to Cleveland, Ohio, where he will finish up the year doing missionary work on "Optimo" cigars for their Cleveland distributor. While here Roe made many friends with the trade and opened up many new accounts on "Optimos," for the Worth Cigar Co., who are the local distributors.

A. Kern, (Iago Petits), New York City, called on the trade here last and reported a very satisfactory business before leaving for the east.

Five auto bandits staged a holdup at 1.45 P. M., at the office of the General Cigar Company, 2682 Forrest Avenue, on last Friday and obtained the payroll of $10,738.71, and escaped in a waiting automobile. The robbery took place a few minutes after the money had been brought under police protection to the factory from the Wayne County & Home Savings Bank branch at Forrest and Chene Streets.

Harry H. Parr, (American Cigar Company), the free hand artist with the brush, is doing some nice work on the various windows about town advertising "Geo. W. Childs," the five-cent cigar.

O. B. Waite, who has been working the north side and north Woodward Avenue territory for the Worth Cigar Company, has resigned his position. Mr. Waite is moving to Flint, Mich., where he will engage in the oil station business, of which he will be business manager and part owner. It is their plan to have several stations in operation by the first of the year.

Natural Cigarettes are being prominently advertised with many window posters calling the attention of the smokers that the price has been reduced to fifteen cents for ten cigarettes. R. A. Burke, division manager for the Michigan territory, says Naturals have shown a big increase in sale since the reduction in price.

To paraphrase our friend Dr. Coue, day by day, in every way, Christmas is getting closer and closer. If you haven't awakened to the fact yet, stroll down Woodward Avenue and look into the shop windows. Already the stores are advising us to do our Christmas shopping early. So, says Mike of Detroit, send in your subscriptions early for the 1923 copies of THE TOBACCO WORLD, as they are needed in your business.

Yours truly,

MIKE OF DETROIT.

NEW DIRECTOR FOR INT. C. M. CO.

Joseph F. Cullman, Jr., has recently been elected a director of the International Cigar Machinery Co., Mr. Cullman was always an enthusiastic believer in the adaptability of machinery to making cigars.

E. A. T. C. BUYS BUILDING

The European-American Tobacco Company, which was recently organized to do a leaf tobacco business, has purchased the building formerly occupied by Fleming & Christian, wholesale confectioners and grocers, at Franklin and Fifteenth Streets, Richmond, Va.

MANNIE PEREZ ON WESTERN TRIP

Genial Mannie Perez, of the firm of Marcelino Perez & Co., manufacturers of "Tuval" and "Count Pontchartrain" clear Havana cigars, is now in the middle West on his way back from a trip to the coast in the interest of his firm. Mannie expects to arrive in New York the early part of December.

ASA LEMLEIN RESIGNS FROM GATO

Asa Lemlein, former sales manager of the Sales Department of the E. H. Gato Cigar Co., has become associated as an active partner with Joseph Berran, of New York, cigar manufacturer, and has resigned from the force of the E. H. Gato Cigar Co. Here's wishing him much success in his new venture.

$1,127,673.06 CHECK.

The Co-operative Tobacco Growers' Association of Virginia, North and South Carolina, has received a check for $1,127,673.06, being for about three and a half million pounds of tobacco sold to the R. J. Reynolds Tobacco Co. The check will be distributed among about 15,000 tobacco growers, and represents the largest single sale made to date.

F. C. CLEMENTS DIES

On November 17, Frederick C. Clements, general sales manager of W. K. Gresh & Sons, cigar manufacturers, of Norristown, Pa., died at his home, 101 West Eighty-fifth Street, New York City.

Mr. Clements had been suffering from bronchial asthma for a number of years and this was the cause of his death. The funeral was held on November 19, from Broadway Tabernacle. He is survived by a widow and two daughters.

INTERNATIONAL PLANTERS' CORPORATION REORGANIZES

There has been effected as of August 1, 1922, a complete reorganization of the business heretofore conducted by the International Planters' Corporation (a New York Corporation), G. O. Tuck & Company, Branch, Louisville, Ky., and J. M. Edmunds & Co., Branch, Danville, Va., so that these businesses have become vested in and will hereafter be carried on by and under the name of the International Planters' Corporation (a Delaware corporation) with its main office in Louisville, Ky., and branch offices located at No. 280 Broadway, New York City, and at Danville, Va.

This reorganization has placed the company in a very strong financial position and gives it facilities to render the most efficient service to its clients in domestic and foreign tobaccos.

The main office of the company will be located in Louisville, Ky.

TAMPA

Tampa Factories Working to Capacity—Quality of "Dupont" Cigar Assured—Old Brand Returns

Tampa, Fla., November 27, 1922.

THE autumn season is with us in all its glory, with its balmy weather, its bright days and its clear moonlight nights inviting to dream with open eyes, and Tampa is becoming the Mecca of endless caravans of pilgrims of all kinds, from the "tin canners" in their picturesque vehicles, resembling enormous snail shells mounted on wheels, transporting whole families to encamp on the municipal grounds of De Soto Park, to the "gold canners" traveling in luxurious automobiles and Pullman cars, to take their abode in the apartment houses and hotels of the city. With the affluence of these visitors and tourists, Tampa assumes a metropolitan aspect of her own, sheltering within its boundaries a cosmopolitan population representing all sections of the United States and many foreign countries, who, fraternizing among themselves and with the natives, give a practical exemplification of what the "melting pot" phrase means, when applied to our country as a whole.

To the feverish activity of the cigar factories working overtime in a vain attempt to cope with the rushing holiday orders, other factors contribute to infuse life and pep in every direction, stimulating the spirit of progress and creative endeavor in and around Tampa. The temporary disability of the Fortune Street Bridge, one of the three linking the East and West sides of the Hillsborough River, that was closed for four days for repairs, has caused the demand for two additional bridges, so that at no time the traffic between Tampa and West Tampa be interrupted or hindered in the future.

A new bridge of reinforced concrete with a span of 120 feet in the clear with a rise of 12 feet 6 inches, will be constructed over the river at Sulphur Springs and will be one of the few bridges of its kind in this country. James Austin Mortland, designing engineer, drew the plans for this bridge, designed to permit three cars to run side by side and to carry two fifteen-ton trucks abreast. When this bridge is completed, Nebraska Avenue will be straightened out, and Sulphur Springs will be on State Road No. 5, where a majority of the traffic coming in from Georgia, Alabama, and northwest Florida via Tallahassee will pass.

The original plans for the enlargement of the Bay Shore Boulevard, have been changed by the committee in charge of the boulevard and seawall improvement, to make the width of the boulevard 120 feet over all, instead of 100 feet as at first intended. When this magnificent boulevard and seawall be so improved, Tampa will boast of a driveway not to be excelled by the most famous of its class in the world.

Another milestone has been added to the educational, fraternal and social advancement of Tampa, with the erection of the new Catholic social centre building located at the corner of Twiggs and Marion Streets, the cornerstone of which was laid with impressive solemnity by the Bishop, Patrick Barry, of St. Augustine, last Tuesday evening, in the presence of about 800 people representing all ranks of society and religious creeds. One of the pleasant features of the ceremonies, was the reading of a telegram from Archbship Curley, of Baltimore, with congratulations. Archbishop Curley was the predecessor of Bishop Barry in the diocese of St. Augustine, and the lower floor of the building has been named Curley Hall in his honor. The building represents an investment of about $150,000 and will provide accommodations for the Knights of Columbus, club rooms for the ladies of the parish and their friends, and such other features and conveniences as be necessary for the recreation, amusement and social pastime of men, girls and boys of Catholic parentage and their friends of any other denomination.

The foregoing mention of the latest strides of progress in Tampa, are made for the benefit of those who may imagine our city as an exclusive cigar-manufacturing burg, smelling of tobacco and devoid of other attractions.

There are some signs that our industry is passing through an atmosphere of reform that will influence its methods in no distant day, to conform with modern ideas and demands. To the issue of standardization and simplification, the suggestion of a reduction in size is agitated by those who believe in economy of material as a mean of maintaining reasonable low prices for cigars. It is very sensible to think that the wasting of material increases the cost of production; but there are other reasons by which the manufacture of large cigars works against the welfare of the smoker that ought to be considered. It is bad enough that some cranks with more money than sense, demand extravagant shapes that do not conform with the practical requirements for a good smoke, without asking for cigars of extraordinary length and thickness that, besides the waste of material it represents in its making, has the defect of adding rankness to the taste, because of the long distance the air has to travel from the point of combustion to the mouth of the smoker, absorbing in its passage the humidity condensed in the long body of the cigar; this humidity develops steam, and the delicate oils emanating from combustion, are boiled and vanished before the palate can perceive and relish them; so any cigar exceeding five inches in length and 45 diameter—especially if freshly made—is not a desirable cigar, from the standpoint of good smoking, as well as from an economical standpoint.

Encouraging prospects for a good crop of tobacco in 1923 have been learned by your correspondent from A. L. Cuesta, Sr., just back from Havana. Mr. Cuesta has visited the country in the Vuelta and Partido districts, and found the seedbeds in splendid condition, owing to recent rainfalls that have developed the plants and softened the soil for cultivation. If present conditions obtain for December, it is Mr. Cuesta's opinion that the next crop of tobacco in Cuba will establish a record in point of quality and quantity.

Jose Gonzalez, of Gonzalez & Mendez, Inc., left for Havana last Thursday to purchase an additional supply of tobacco demanded by the growing business of the firm. Edw. Wodiska, their veteran salesman, is covering the whole of the Middle West and booking orders that will carry the work up to January next year.

Max Gill and Leo Gottsegen, of Gradiaz, Annis & Co., hope to leave for Cuba in search of tobacco on December 3. They made several attempts to leave before, but have been detained by the arrival of pressing orders that required their presence at the factory. This house is coming to the front very rapidly and substantially.

Val M. Antuono, after securing a large supply of good tobacco during his recent trip to Cuba, is industriously working up his "Dupont" brand to the front rank among the more conspicuous brands of real clear Havana cigars, and his former successes with the "C. H. S." and "Duke of Belcourt" are a guarantee that he will accomplish his purpose; in this he has an able assistant in his faithful office manager, Claude O. Munden, who keeps a close watch on the trade.

M. A. Kalfon is the New York representative for the Morgan Cigar Co., makers of the "Juan de Fuca" clear Havana cigars. This brand was formerly confined to Seattle and the Pacific coast, but its fame spread so widely that at present it is having a national distribution.

At the factory of Jose Arango & Co. everything is humming with the desire of keeping abreast with the orders. Max Silverberg, of J. Fernbach, of Chicago, will come with his wife some time next month to cheer up the tired factory folks at the height of their labors.

J. J. French, well known in cigar circles, is the new acquisition of the Sanchez & Haya Co. Mr. French will take charge of the office, and his experience and knowledge of the trade, will have a helpful influence in placing Factory No. 1 in its right place before long.

One of the oldest favorite brands that is to be restored in the market is the "Principe de Gales," manufactured by the Havana-American Company under the stern supervision of Enrique Pendas, the expert manufacturer. The "Principe de Gales" is a name so closely linked to the cigar industry of Tampa, that it cannot be pronounced without a certain emotional feeling of retrospective remembrance, when, as if for magic conjuration, this name was the fiat that transformed the wilderness of Ybor City and the sleepy village of Tampa, into the industrial metropolis of today.

VERITAS.

BANKS AGEE TO ASSIT CONN. CO-OP.

Through the forming of a lending syndicate by more than fifty banks in the New England States, the Connecticut Valley Tobacco Association will have resources of $8,000,000 to draw upon when necessary to carry on the business of the Association. Part of the sales policy for the 1922 crop has been outlined by the directors of the Association and everything points to a very successful organization.

ITALY TO RETAIL TOBACCO MONOPOLY

No change is anticipated by the new government in its policy of administration of the tobacco monopoly of Italy, according to cable advice received November 10 from Commercial Attache Henry C. MacLean, at Rome. Only monopolies which have been showing deficits, such as telephone, telegraph, and railroad, are under consideration for transfer to private control. As a source of revenue the tobacco monopoly has been one of the most inuring factors of the Italian Government.

WOMAN HEADS LEGAL DEPT. OF BURLEY CO-OP.

Miss Carmel Hallmeyer is head of the legal department of the Burley Tobacco Growers' Co-operative Association, having come to Kentucky at the invitation of the Board of Directors, from California.

Miss Hallmeyer was educated in the public schools and is a graduate of the Leland Stanford, Jr., University. While working as a stenographer in the offices of the Santa Clara Prune Growers' Association she attracted the attention of Aaron Sapiro and she has been working in his offices until very recently, when she returned to Kentucky to take up the interests of the Burley Co-operative Association.

AMER. TOB. ANSWERS F. T. C. CHARGES

In an answer to the charges of the Federal Trade Commission against the American Tobacco Company concerning resale prices and restraint of trade the Tobacco Company, through its attorneys stated that their sole object in circularizing the jobbers on resale prices was to have a quick turnover so that the tobacco would always reach the consumer fresh. The elimination of those jobbers who could not obtain a quick enough turnover was claimed to be legitimate and necessary to the successful carrying on of their business. An indefinite adjournment of the hearing has been taken at the request of the attorneys of the Tobacco Company.

CHRISTMAS PACKINGS A FEATURE THIS YEAR

Among the most pleasing of Christmas packings this year are those for "Fatima," "Chesterfield" and "Piedmont" cigarettes. These cartons, which contain 200 cigarettes each, are appropriately designed for the Christmas trade. And each design is distinctive, so that all three can be displayed to advantage at one time.

Few dealers, perhaps, realize the value of adequately displaying Christmas packings. When well displayed, they can hardly fail to attract Christmas shoppers, and a Christmas window with these packings on display should prove a big selling help. These packings can also be used effectively for counter displays.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

A TOTAL of $270,759,384 was collected by the Government through the taxes on tobacco during the fiscal year ended June 30, last, according to the annual report just submitted to the Secretary of the Treasury by Commissioner of Internal Revenue Blair. This was an increase of $15,539,998, or 6.09 per cent., as compared with the preceding year, and the 1922 receipts represent 8.46 per cent., of the total internal revenue receipts from all sources for that year, compared with 5.5 per cent., for the preceding year. The tobacco taxes collected during the fiscal year were 162 per cent. greater than during 1917, the fiscal year preceding that in which the increased war taxes first imposed under the revenue act of 1917 became effective.

The report shows that the items of tobacco products showing increases in receipts as compared with the preceding year were: Cigarettes weighing not more than three pounds per thousand, $15,074,145, or 11.2 per cent.; manufactured chewing and smoking tobacco, $7,011,211, or 11.8 per cent.; and snuff, $1,152,229, or 19.9 per cent.

The taxes on cigars weighing more than three pounds per thousand decreased $6,892,987, or 13.5 per cent.; on cigars weighing not more than 3 pounds per thousand, $44,983, or 4.4 per cent.; on cigarettes weighing more than three pounds per thousand, $237,780, or 66.7 per cent.; and on cigarette papers and tubes, $182,676, or 15.4 per cent.

The receipts from special taxes imposed on manufacturers of cigars, cigarettes, and tobacco amounted to $988,274, a decrease of $241,011, or 19.6 per cent. This decrease was due to the fact that there was a decrease in sales of tobacco manufactures during the preceding fiscal year, upon which basis the special taxes were computed as provided by law.

The total tax collected during the year on cigarette papers and tubes amounted to $1,001,509. Of this amount, $90,073 was paid on 9,006,968 packages of cigarette papers of domestic manufacture and $899,334 on 69,543,559 packages imported.

Stamps to the value of $12,102 were affixed to packages of cigarette tubes.

There were removed for consumption or use 309,559,077 packages, each containing not more than 25 cigarette papers, exempt from tax, and there were released tax free for use of cigarette manufacturers 26,196,627 tubes.

The taxes collected on the following products constitute 98.8 per cent. of the total receipts from tobacco taxes: Cigarettes weighing not more than three pounds per thousand, 55.4 per cent.; manufactured smoking and chewing tobacco, 24.5 per cent.; cigars weighing more than three pounds per thousand, 16.3 per cent.; and snuff, 2.6 per cent.

A full investigation of the express situation throughout the country is to be made by the Interstate Commerce Commission as a result of hearings held in Washington, November 20 to 23, when representatives of the American Railway Express Company and the larger railroad systems submitted testimony to show that the railroads at the present time are not securing an adequate return for the express matter they carry. The shippers of the country, although represented at the hearings, submitted no evidence at this time, but will study the testimony introduced by the other side with a view to discovering whether there is any cause for the filing of an application for a reduction in rates.

The hearings were held by the commission as a result of complaints by the railroads that they were not being paid sufficiently, and the same complaint led the American Railway Express Company to petition the commission to make a reclassification of commodities and to increase rates. In its petition the express company asserted that during the period of Federal control of the express business the Government lost $70,000,000, while the business under private control in the year 1921 incurred a deficit of $39,000,000. It was also set forth that for the current year the deficit would probably be about $13,000,000, but testimony given before the commission by C. A. Lutz, vice-president of the express company, showed that for the first six months of this year the net earnings were $576,000. Because of the complaints by the railroads, however, he told the commission, the express company had paid the carriers $308,000 more than they were entitled to under the law. Any additional revenues which would be derived from increased rates allowed by the commission, he said, would be paid over to the railroads.

While representatives of the shippers' and manufacturers organizations offered no testimony at this time, they questioned the witnesses for the express company and the railroads with a view to bringing out what classes of service are now furnished. It was stated during the hearings that the shippers are anxious for better service, rather than for lower rates, although the latter would be acceptable, and they would later ask for national rules regarding pickup and delivery service and for quicker methods of transportation.

Following the conclusion of the hearings the commission announced that hearings will be held through-

(*Continued on Page 16*)

SM 12 21 25

PURCHASE ORDER (SUNDRY)

General Cigar Co.
119 WEST 40TH STREET
NEW YORK

MARK EACH SHIPMENT WITH OUR ORDER NO. 4114

TO Universal Tobacco Machine Co.,
116 West 32nd St.,
Mr. Sherman New York City.

SHIP TO

DATE 11/28/22 TERMS F. O. B. VIA REG. NO.

QUANTITY	UNIT	DESCRIPTION OF MATERIAL WANTED	PRICE
		Rebuilding 25 Belt Driven Type Model M Stripping Machines placing them in such condition that they will be equivalent to your latest model, namely - your 1922 Planetary Gear Drive, Double End Stop Lever Type, Model M Machine.	$250.00 (each)

IMPORTANT
(1) THIS ORDER MUST BE ACKNOWLEDGED.
(2) ALL INVOICES MUST BEAR OUR ORDER AND REG. NO.
(3) ALL PARCEL POST SHIPMENTS MUST BE INSURED.
(4) ALL EXPRESS RECEIPTS MUST SHOW VALUATION.
(5) B/L OR EXPRESS RECEIPT MUST ACCOMPANY INVOICE.

Form A-4-A

General Cigar Co.
L. B. Harvey
PURCHASING AGENT

THE 1922 Planetary Gear Driven Type Model M Universal Tobacco Stripping and Booking Machine enjoys many improvements and advantages over the "Old Belt Driven Type" machine.

All Model M Universal 1922 *Planetary Gear Driven Type* Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever. The 1922 Planetary Gear Driven Type Model M offers the following advantages:

1 Books fluffy, the stripped stock in right and left pads.
2 Does not "tear in" on the veins.
3 Stock does not pack or slip on the booking drum.
4 Overcomes the wrapping of stock around the brush.
5 Maintains uniform speed of machine and production.
6 Prevents entirely all "stalling and slipping" of the booking drum.
7 Eliminates the necessity of taping drums and drive rolls.
8 On small stock it is possible to book four pads (instead of two) on the booking drum.
9 Reduces to a minimum the cost of upkeep.
10 By eliminating all belt strain and tension greatly lengthens the life of the machine.

We Rebuild Old Model M's

into our New 1922 Planetary Gear Driven, Double End Stop Lever Type Machines, on a two weeks' working schedule at $250.00 each. We guarantee rebuilt machines as to workmanship and materials for the period of one year, just the same as we do new machines.

Today's Prices are:
The Model M Machine and Folding Chair $475.00
Individual Motor Drive Equipment, including ¼ H.P. Motor . 95.00
F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S. A.

News from Congress

(continued from Page 14)

out the country in various points during the winter to learn what the shippers think of the express situation. On April 9 the State Commissions will be given an opportunity to present their side of the case in Washington. Thereafter, probably, briefs will be filed by all parties interested in the matter, and it is possible that a big hearing at which all sides are represented may be held some time in the early summer. It will probably be nearly a year, however, before the decision of the commission with regard to the express rates is rendered.

Another bill designed to prevent the collection by railroads of surcharges for transportation in parlor or sleeping cars has been introduced in the House of Representatives by Congressman McLaughlin, of Nebraska. The measure would amend Section 1 of the Interstate Commerce Act by providing that it shall be unlawful for any carrier to demand, charge or collect from any person for transportation, subject to the provisions of the Act, in any parlor or sleeping car, any fare in addition to that demanded, charged or collected for transportation in a day coach. It is not intended, however, that this shall prevent the collection of just and reasonable charges for the use of accommodations in parlor cars or sleeping cars by the companies owning such cars.

During the last session of Congress several bills were introduced for the purpose of eliminating this charge. An extra charge on parlor and sleeping car accommodations was imposed by the Interstate Commerce Commission in 1920, and has been the subject of much dissatisfaction among traveling men and others who are constant patrons of the railroads.

The following seven States furnished 83.6 per cent. of the total receipts from tobacco manufactures: North Carolina, $93,189,086; New York, $45,314,839; New Jersey, $23,257,628; Pennsylvania, $21,993,634; Virginia, $19,697,056; Ohio, $12,542,432; Missouri, $10,725,986; total, $226,720,664.

The number of cigars of each class weighing more than three pounds per thousand tax paid during the fiscal year, as indicated by sales of stamps, and the percentages of increase or decrease as compared with the previous year, were as follows: Class A, 2,285,333,690, an increase of 29 per cent.; class B, 1,650,764,580, a decrease of 22 per cent.; class C, 2,525,740,254, a decrease of 17 per cent.; class D, 116,815,008, a decrease of 29 per cent.; class E, 32,530,808, a decrease of 29 per cent.

The leading States in the manufacture of tobacco products are as follows, in the order named: In the manufacture of cigars, weighing more than three pounds per thousand, Pennsylvania, New York, Ohio, New Jersey, Virginia, Florida, and Michigan; in the manufacture of cigars weighing not more than three pounds per thousand, Maryland, Pennsylvania, New York, New Jersey, Virginia, and West Virginia; in the manufacture of cigarettes weighing not more than three pounds per thousand, North Carolina, New York, Virginia, New Jersey, and Pennsylvania; in the manufacture of cigarettes weighing more than three pounds per thousand, New York, which accounts for 74.65 per cent., of the total manufactured; in the manufacture of plug tobacco, Missouri and North Carolina; twist, Missouri, Tennessee, and Kentucky; fine cut, Kentucky, Illinois, and New Jersey; smoking tobacco, North Carolina, Ohio, New Jersey, Kentucky, Illinois, and Virginia; snuff, Tennessee, New Jersey and Illinois.

There was a small increase in the number of manufacturers of tobacco, snuff, cigars, and cigarettes, and a decrease in the number of dealers in leaf tobacco.

During the fiscal year 306 reports of violations of tobacco laws were received and handled in the division, and in 274 of these cases offers in compromise totaling $3400 were tendered and accepted.

The outstanding feature of October business conditions was the large increase in production in the basic commodities, according to a report just issued by Secretary of Commerce Hoover. The clearing up of the coal situation, it is stated, has enabled many mills to increase their operations. Dwindling stocks, delays in transportation and increased wages due to labor shortage, have combined to raise prices to a marked degree, it is found. The volume of business, as reflected in sales of mail order houses and chain stores and in bank clearings and debits, continued to increase, and credit has expanded to meet these conditions. Taken altogether, the Secretary points out, the statistical indicators reflect conditions decidedly in the upswing of the business cycle.

Every effort is to be made to prevent German manufacturers of cigarettes from flooding the European markets with counterfeit "Camels". Representations will probably be made to the German State Department, pointing out such clauses in the treaties between the two countries as will cover such a matter, and requests will be made that the German Government take a hand in stopping the sale of these cigarettes.

Although official reports regarding the production of spurious Camel cigarettes reached Washington only a few weeks ago, the first public announcement being made in a recent issue of the TOBACCO WORLD, tourists and others returning from Germany for several months have reported that counterfeit cigarettes were being sold. Representatives of the manufacturers went to Europe some months ago in an effort to ascertain who was producing the cigarettes and to take such steps as might be possible to prevent their further circulation. It was found that four or five manufacturers are producing fake "Camel" cigarettes, using counterfeit stamps, and legal processes were immediately started to stop them. Bills of complaint, accompanied by the necessary

(*Continued on Page 18*)

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

It's Java Wrapped!
LA PALINA
THE QUALITY CIGAR SINCE 1896
Congress Cigar Co., Phila.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

News from Congress

(*Continued from Page 16*)

proof, were filed with the public prosecutor and he was asked to institute prosecution.

Government officials concerned in the matter are now studying the treaties between Germany and the United States for the purpose of ascertaining whether there are any provisions therein that would cover a case of this nature. It is understood that in most of the commercial treaties the United States has with foreign countries there is a provision protecting the securities of such foreign government in this country. Whether, in treaties put in force since the war, there is a similar provision in the conventions between Germany and this country is a question which has not yet been fully decided. If it is found that such a provision exists, the State Department will be asked to take that phase of the matter up with the German Government. The State Department will also be asked probably to take up the question of the cigarettes themselves. This is a matter in which the Government cannot take the initiative, but if the manufacturers of the cigarettes which are being imitated ask the State Department to protect them, that Department will take the matter up with the proper authorities in Germany.

Manufacturers who have visited Washington expressed a fear that unless the circulation of imitation "Camel" cigarettes is stopped without delay it will embolden the Germans to copy other American products which are popular in Germany and will result in no end of trouble to Americans who have been building up an export trade in that country and in other countries in Europe. Therefore, every effort will be made to stop the sale of these cigarettes and full publicity will be given the matter in Germany and other countries where they have been sold, in an effort to deter others from taking up similar practices.

Legislation providing that except in cases of fraud and concealment income tax returns must be reviewed and any additional assessment made within one year after the filing of the returns, is being sought in Congress by Representative Jones, of Texas. He states that he is moved to seek an amendment to the internal revenue law to bring this about because of the confusion, uncertainty and consequent hardship occasioned by assessments that are made two, three, four or five years after taxes become due and payable. One year, he contends, will give the Government ample time to make any correction that may be necessary.

"As a measure is administered now," Representative Jones declares, "it frequently happens that a Government agent has assured a man that his returns were correctly made out and a year or two later another Government man has come along and levied an additional assessment, and still later the process is repeated.

"The taxpayer should have assurance that his taxes for any particular year are fully paid.

Watch it Grow!

The last Government Report issued by the U. S. Bureau of Internal Revenue shows that the number of tax-paid cigars made at Manila during the month of August, this year, and shipped to the United States is

Eighteen Million

Equalling monthly shipments during 1918 and 1919, the great boom years of the American cigar trade. - - - -

Manila Gives Great Values

List of Importers and Distributors on application

MANILA AD. AGENCY
(C. A. BOND, Mgr.)
15 WILLIAM STREET - - - NEW YORK

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P

ALL RIGHTS RESERVED

THE ship is guided by its compass, the traveller by the North Star, the businessman by his motto. We must have something to steer by, or we drift, and drifting is dangerous, both to the sailor and the businessman.

A man whose wealth is estimated at something like the tidy sum of twenty million dollars, who started with a capital of a dollar or so, stated that he had the following motto, and that it had been a powerful factor in aiding him to achieve success.

His motto was this—"Clear thinking, sound methods, keeping everlastingly at it."

This motto rings the bull's eye so clearly that I am broadcasting it to all my readers in this paper.

Won't you write it on a piece of paper in the plainest letters you can make and paste it on your desk where you will see it many times a day, 'til it is in your mind so clearly that it comes to you in your sleep. Then form the habit of leaning on it, just as you lean on your doctor when you are ill, or your lawyer when perplexed, or your architect when you build a house.

You will find it indeed a friend in need. It will help you crack tough nuts. It will keep you from making errors. It will nudge you gently in your lazy spells, which all of us have, and start you at your work, and it will help you mightily in business building.

Here is a man—manager of a large department store—who believes that every store should have its Christmas slogan in addition to its regular slogan.

He says that slogans sell goods, that a Christmas slogan will help sell goods at Christmas time. Says it should suggest gifts, and giving, Christmas time and good cheer. It should be used in the advertisements, on the show windows and everywhere. He proves his case by quoting two or three scores of Christmas slogans used by stores in different sections of the country. Below are a few selected from the many:

The store of many gifts;
The store of a million gifts;
The Christmas gift shop;
The store of Christmas spirit;
The Christmas store for dad;
The store with Christmas cheer.

Why not think up a Christmas slogan for yourself and use it around the policy of selling your wares for Christmas gifts.

It will pay you to get the Christmas spirit and put it in your store. Do it, and do it right. It is advertising to be sure, but it is more than advertising. It is scattering good will, and it will blow back to you.

Smoking seems to be winding its soft and soothing tentacles around the fair forms of femininity, if we may judge by reading the current news.

Thus, a doctor in England, says if women must smoke—and they seem determined to do so—he would suggest that they utilize the pipe. The pipe, he says, is less free from objections than any other form of smoking. There is no paper as in cigarettes, and paper has a tendency to be deleterious. There is a deliberation about pipe smoking which does not apply to cigars, and there is a calm satisfaction in this very deliberation.

If ladies do take to the pipe we may confidently expect to see something novel and beautiful in briarwood production. The little old Jimmy Pipe which looks the worse for wear, will find scant favor with the feminine eye. She will want something chic and artistic—colors to match her eyes and apparel; curves that harmonize with the grace of her features, and all that.

Then of course, no woman could be expected to use a pipe more than a limited time. She must have a new one often, just as she requires a new hat or dress at frequent intervals.

Oh, these wimmen! They are an awful expense. They keep us guessing. But how could we do without them?

"Small stores never had a better chance than now," said a successful dealer. But—somehow that "but" always sticks in its ugly mug—he said, that the men who manage the small stores must be close students of merchandising principles, or they will get the hook.

What are "Merchandising Principles" anyway?

Why, they are so deuced simple that no one should need ask the question. Frequent changes of display, both inside and outside; placards and signs a-plenty to tell folks how good the goods are and how low the prices; the most careful study of the wants of the

(*Continued on Page 24*)

"Daddy, get your pipe —

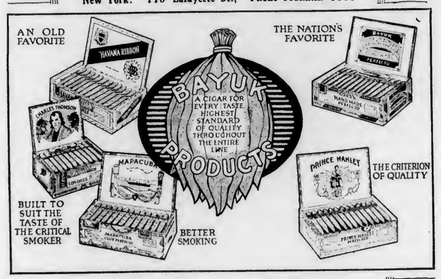
Santa Claus has brought you a whole pound of Velvet – now you'll have a good Christmas, won't you, Daddy?"

Mother and the youngsters figured that the best gift for Dad would be the one he'd enjoy the most — a canister of Velvet Tobacco, *mild and mellow* from two years' ageing in wood.

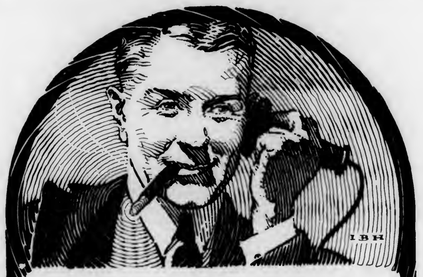
Smoker's Tastes Differ!

That's why there are different Bayuk Cigars and each exemplifies the Bayuk famous standard of quality:—

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York: 119 Lafayette St., Phone Franklin 3166


AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK PRODUCTS
A CIGAR FOR EVERY TASTE HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING
THE CRITERION OF QUALITY
PRINCE HAMLET
MAPACUBA

PRINCE HAMLET CHARLES THOMSON
PHILADELPHIA HAND MADE
MAPACUBA HAVANA RIBBON



Who Smokes Them?

What class of men smoke two-for-a-quarter cigars?

No single class of men smoke Blackstones.

Like certain popular brands of cigarettes, the price is no gauge of the smoker's ability to pay.

Blackstones have a long Havana filler, an imported Sumatra wrapper and are hygienically made.

Quality maintained over forty years and advertising have made it a national favorite.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM 8¢ *cigar*
WAITT & BOND, Inc., Newark, N. J.

Philadelphia Items

(*Continued from Page 9*)

J. BROOKS LOOKING FORWARD TO EXPANSION

Business with our friend Brooks is such that he hopes to expand in the near future by taking another floor of the building in which he is now operating. He reports an ever increasing demand for all his brands.

JOSE ALVAREZ RUSHED

Smiles and bee-like activity greet one upon entering "Jo's" place of business these days. Cigar prices have advanced and the house is rushed with orders from both near and far. "Jo's" Christmas business is bigger than ever and the increased call for all clear Havana cigars strengthens his belief that all-Havana "smokes" will yet rule the game.

DUSEL-GOODLOE CO. BUSINESS NEVER BETTER

Paul Brogan, president of this house, is, if anything, more optimistic than ever about next year's outlook. He states that business on all their lines was never better than it now is; that "Blackstone" business is forging ahead with leaps and bounds having increased tremendously in the Philadelphia territory.

O. C. Schneider, of the "Antonio and Cleopatra" cigar, was in town last week. P. M. Forestall, of the Wait and Bond Co., was also a visitor last week.

BOBROW BROS. NOT SO APPREHENSIVE

When we last interviewed our friend Pike, he was in an apprehensive frame of mind as to the continuance of the present cigar boom. This week, Mr. Pike, takes the attitude of the seer and opines that 1923 may see as much, if not more business than his house can handle.

John Applefield, their representative in the New England territory, visited the factory this week trying to get better shipments of cigars into his territory.

L. M. Walters, representative for Ohio and Western Pennsylvania, was also a visitor with glowing accounts of big business and a bright outlook for 1923.

PROGRESSIVE CIGAR CO. REFUSING NEW ACCOUNTS

M. Cravis states in no mild manner that the jam in their factories occasioned by this season's rush of business precludes taking on any new accounts. They have turned down many flattering offers in the West to open large accounts and with the ever-present difficulty in getting competent labor they see no opportunity of increasing their present production. Mr. Cravis expresses the opinion and feeling that all of next year will find the cigar industry in just as rushed a condition as now exists. He does not look for any slump whatsoever. The one prevailing problem, says M. Cravis, is to make a reasonable profit with the increased cost of labor and material. They have made no change in price of "Madame Butterfly" cigars nor have they attempted to put out any Christmas packings of fortieths.

Max Lipschutz just returned from a western trip reporting a tremendous boom in Arkansas.

(*Continued on Page 21*)

MARSHALL FIELD
Java Wrapped

5 Popular Sizes
PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
STANDARD ..... 3 for 50c
HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

(*Continued from Page 20*)

DAN OSTROW ADDS ANOTHER BRAND

We usually find Dan in a cheerful mood, but, like the rest of us, he has a gloomy "spell" now and then.

Dan's store at 718 Market Street, looked just as thrifty as ever, but Dan wore a frown. "Geschaft is rotten," said he, "don't know what's the matter. I've got the merchandise and try to give the 'Dan' service, but Geschaft is really rotten."

We noticed a special showing of "Special Blend" a five-cent long filler cigar made by Imperial Cigar Co., of Red Lion, Pa.

After a few cheering words and some TOBACCO WORLD optimism Dan felt more hopeful of the morrow.

Sol Korn, of L. Martinez Co., was in town this week fraternizing with "Dan."

F. A. TOLHURST
Philadelphia Representative.

LEOPOLD FEIST PASSES AWAY

On Friday, November 17, Leopold Feist, director of the Liggett & Myers Tobacco Co., died after a lingering illness of only a few months. Mr. Feist was one of the best known tobacco men in the United States and was at one time a member of the firm of Roth, Bruner & Feist, of Cincinnati, cigar manufacturers. He was seventy-two years of age and is survived by a widow and seven children.

Anyone Can Sell "Gold Dollars" for Ninety Cents, a Real Salesman Turns "Ninety Cents" into a Gold Dollar!

In Which Class Do You Belong?

Cigar Smokers

Are demanding a high grade five-cent cigar. Are you prepared to meet this demand at a profit to yourself?

Progressive Manufacturers

Are meeting the problem by using Automatic Machinery. Low production costs mean returning prosperity for the cigar manufacturer.

Be Up With The Leaders

Are you keeping abreast of the times? "Machine Made" means "Clean Made." Your cigars will "look better," "smoke better" and "cost less" than your competitors.

Install Cigar Machines Now

Make a "real smoke" for five cents and show a profit for your company.

INTERNATIONAL CIGAR MACHINERY CO.
5520 2nd Avenue - BROOKLYN, N. Y.
EXPERTS ON ALL TYPES OF TOBACCO MACHINERY
"Fresh Work" Cigar Machines "Mold Rolling" Machines

Always Pleasing Always Pleasing

LAS VEGAS
A
GOOD CIGAR

IMPORTED JAVA WRAPPER
HAVANA FILLER

10 Sizes—10c to 3 for 50c

We have left certain territories to offer distributors at this time on account of our increased production, and live distributors would do well to get in touch with us—Las Vegas is less than a year old and is now sold by some of the largest and best jobbers in the U. S. This brand is now being sold by the millions.

F. VEGA & CO.
1361-63 Gratiot Ave., Detroit, Mich.
Factories: Detroit, Mich.; Dayton, O.

Smoke
C. H. S. CIGARS

The Best
5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

FOR AND AGAINST CIGARETTES

(*Continued from Page 7*)

the other way. No doubt the recent war had a good deal to do with the increase in the consumption of cigarettes in the United States, and just as the cigar manufacturers were beginning to see their way clear to combat this in a measure, along comes persistent rumors that the 5-cent cigar will soon do the disappearing act from the market again owing to the increase in the cost of leaf tobacco. Such is life!

OCTOBER SHOWS INCREASE IN CIGARS

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of October, 1922. (Figures for October, 1922, are subject to revision until published in the annual report):

Products		*October, 1921*	*October, 1922*
Cigars (large)			
Class A	No.	205,160,690	261,659,145
Class B	No.	167,235,283	157,233,388
Class C	No.	248,419,099	257,909,369
Class D	No.	11,888,158	13,196,168
Class E	No.	3,104,467	3,942,708
Total		635,807,697	693,940,778
Cigars (small)	No.	60,574,420	53,788,100
Cigarettes (large)	No.	1,559,757	1,689,650
Cigarettes (small)	No.	4,881,825,930	4,497,685,107
Snuff, manufactured	lbs.	3,695,710	3,014,706
Tobacco, manufactured,	lbs.	33,718,294	32,740,287

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Porto Rican tax-paid products as indicated by stamp sales for October.

Products		*October, 1921*	*October, 1922*
Cigars (large)			
Class A	No.	4,437,975	11,350,800
Class B	No.	905,820	2,531,075
Class C	No.	9,344,300	5,187,060
Class D	No.	278,600	10,625
Class E	No.	5,000	500
Total		14,971,695	19,080,060
Cigars (small)	No.	1,000,000	2,000,000
Cigarettes (large)	No.	50,000	20,000
Cigarettes (small)	No.	.....	65,040

Philippine tax-paid products as indicated by stamp sales for October.

Products		*October, 1921*	*October, 1922*
Cigars (large)			
Class A	No.	8,322,045	21,384,543
Class B	No.	900,560	760,800
Class C	No.	111,368	81,179
Class D	No.	500	525
Class E	No.	100	610
Total		9,334,573	22,227,657
Cigarettes (large)	No.	1,500	.....
Cigarettes (small)	No.	64,570	60,070
Tobacco, manufactured	lbs.	120	491

LANCASTER COUNTY PRODUCES MOST LEAF

In an analysis of the tobacco industry of the United States it is announced that Lancaster County leads in the amount of leaf tobacco produced in this country.

The report shows that ninety-one counties produce nearly 70 per cent. of the leaf tobacco. Lancaster County last year produced 49,335,407 pounds of leaf. Hartford County, Connecticut, was second with 35,479,206 pounds. Kentucky is the leading State in the production of tobacco and North Carolina next.

GERMANY'S TOBACCO INDUSTRY

The temporary order prohibiting imports into Germany, which went into effect early in September, has recently been rescinded and it is proposed that the duties on imports of raw leaf tobacco be increased from 60 to 75 gold marks per 100 kilos.

The temporary action precipitated much protest from factors in the trade since it affected about 750 cigarette and more than 13,000 cigar factories, which, it is estimated, employ 173,130 workers and are largely dependent upon imported raw leaf for their basic material. The tobacco interests further emphasized the loss of revenue and the extent to which tobacco taxes inure to the Government. For example, taxes collected on tobacco for the first half of 1922 amounted to approximately 3,822,000,000 marks and the revenue from import duties for the first quarter amounted to 653,000,000 marks.

The production of German leaf tobacco is insufficient for domestic consumption and will probably not be appreciably increased. The post-war acreage and production are less than for pre-war years. The yearly average acreage for 1909 to 1913 was 38,801 in comparison with an average of 29,410 for 1919 to 1921.

Tobacco is grown in all parts of Germany, but chiefly in the Pfalz, Upper Baden, Nuernberg, Fuerth, River Oder, and Uckermark districts. The best-known species planted in Germany are the Virginian, German, Land or Pfalz, Gunde, Friedrichsthaler or Amersforter, Maryland, "Peasant" or "Violet." There is a decided movement among the tobacco growers to form co-operative associations for the purpose of producing a better quality of tobacco and to establish a more direct contact with manufacturers in the sale of their product.

The German tobacco consumption is increasing yearly, as is shown by the imports as well as by the number of cigarettes taxed. As was the case in most countries, the use of tobacco in Germany increased during and after the war; for instance, in 1913 there were 12,000,000,000 cigarettes taxed, while in 1921 that number was almost double, amounting to 23,000,000,000. The consumption of cigars decreased, however, 9,000,000,000 being taxed in 1913, in comparison with 6,000,000,000 in 1921.

It is estimated that from 90 to 95 per cent., of the tobacco consumed in Germany is imported. The imports of unprepared leaf tobacco into Germany for the year ending April 30, 1922, exceeded those for the calendar years 1913 and 1920 in both cases by approximately 35 per cent., or 67,000,000 pounds.

Tobacco stems and ribs to the amount of 10,000,000 pounds were imported into Germany for the year ended April 30, 1922, of which approximately 75 per cent., came from the United States.

IT'S A REAL SELLER
"NEW SOUTH"

OUR efforts have been devoted to seeing how good a cigar we could manufacture to retail at FIVE CENTS and still leave a legitimate profit for the jobber and retailer.

Increasing orders from our customers indicate that **"NEW SOUTH"** has won the approval of smokers wherever introduced.

We have enlarged our facilities to meet the growing demand, and at present there is territory open for energetic jobbers seeking an exceptional Five-Cent Cigar. We have it.

CURRY & SMITH
ORLANDO - - FLORIDA

Greetings!

MERRY Christmas to you all—and a Joyous, Prosperous New Year.

Father Time has treated us well this past year.

Girard Cigars are selling faster than ever before. And we're hearing only good things said about them.

Girard is truly "America's foremost cigar." Let's join together and make 1923 a still bigger Girard year.

Antonio Roig & Langsdorf
Established 51 years
Philadelphia

GIRARD
Never gets on your nerves

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER

J.G.DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!
ON OUR TOBACCO STEMMING MACHINE
Cigarette Tobacco - Smoking Tobacco - Plug
100 MACHINES IN ONE FACTORY
WRITE FOR FULL PARTICULARS
TOBACCO STEMMING MACHINE CO., INC.
LYNCHBURG, VA.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :: Ohio

Business Building

(continued from Page 18B)

public and the most scrupulous care to buy what the public want and sell at such prices as they wish to pay; as large an advertising appropriation as possible, which should be spent where the people of the locality will see it; a careful study of human nature; also a study and practice of the art of salesmanship.

These, in brief, are the fundamentals of merchandising. But they cannot easily and quickly be acquired. It calls for study and practice, and training—a constant refining of the highest attributes of the brain of the dealer.

This is what the world is doing—refining and developing its higher qualities, and any one who neglects this important subject is on the downward slant.

Add another name to the long list of celebrities who obtain joy in their leisure and inspiration in their work through the faithful companionship of their little old Jimmy Pipes.

Lloyd George, who perhaps has been bearing more and heavier weights than any mortal in the world, recently laid down his crushing burdens—perhaps only temporarily—and resigned as the real ruler of England.

On a recent holiday after his resignation, the photographer "got him" as he was sitting on the ground of his country home, with his little granddaughter on his lap, a far-away expression on his face, and—his Jimmy Pipe in hand.

Honestly, since I have been keeping an eye alert for Jimmy Pipes in the hands of celebrities whose pictures I observe, I find so many of the great men of the world seeking comfort and inspiration this way that the Jimmy Pipe bee is buzzing in my ears, I look more earnestly at the pipes in the windows, and I begin to see a mental photograph of myself, Jimmy Pipe in hand, cudgelling my brains to think up some worthwhile idea to pass on to my readers.

I repeat the suggestion previously made. Scrutinize carefully your newspapers and magazines. Whenever you come across the picture of a celebrity, pipe in hand, cut it out, paste it in your window, with a slip underneath, reading, "Marshall Foch, he also smokes a Jimmy Pipe." Just paste it on the corners. In a few days take it down, and add it to your collection to show your customers from time to time. It will interest them, and it will set the pipe bee buzzing in their ears.

TOBACCO SALES IN AMSTERDAM

The last inscription of tobacco has been held in Amsterdam for 1922. The total sales this year were 163,681 bales (one bale weighs approximately 165 pounds) of Sumatra and 2027 bales of Borneo. The average price was about 30 per cent., less for Sumatra and 64 cents per pound for Borneo.

In comparison with 1921, the total Sumatra sales showed an increase of about 12 per cent., though the average price was about 30 per cent. less

CIGARETTES
Cabanas
Cairo
Cairo 27A
Exyptienne Straights
El Principe de Gales
Hassan
La Marquise
Lenox
Lord Salisbury
Lucky Strike
Mecca
Omar
"111" (One-Eleven)
Pall Mall
Sovereign
Sweet Caporal
Tokio
Tolstoi

LITTLE CIGARS
Derby
Piccadilly
Sovereign
Sweet Caporal

CIGARETTE PAPER
Riz La Croix
La Croix Wheat Straw
Persan
Fragrant Vanity Fair

PLUG CUT TOBACCO
Cut-a-Way
Dixie Queen
Fashion
Mayo's Cut Plug
Myrtle Navy
Nigger Head
Old Time
Patterson's Seal
Pedro
Red Indian
Seal of North Carolina
U. S. Marine
Winner

GRANULATED PLUG CUT TOBACCO
Lucky Strike Roll Cut
Tuxedo

GRANULATED SMOKING TOBACCO
Bob White
Brown Dick
"Bull" Durham
Drum
Eureka
Greenback
Man's Pride
Maryland Club
Old Tennessee
Royal Brazil
Owen's Select
Queen Quality
Victory

LONG CUT SMOKING TOBACCO
Badger
Banner
Blue Ribbon
Bobolink
Budapest (Magyar)
Cutty Pipe
Duke's Cameo
Excelsior
Felgner's Havana Clippings
Felgner's No. 1, Cut and Dry
Felgner's No. 3, Cut and Dry
Five Bros. Pipe Smoking
Giant
Gold Leaf
Good Cheer
Gorman
Honest
Honest Weight
Ivanhoe
I. X. L.
King Bird
Liberty
Little Joker
Miners' Choice
Miners' Extra
Miners and Puddlers
Navy (G. & A.)
Nigger Hair
Old Tom
Peerless
Rob Roy
Soldier Boy
Standard (Adams)
Standard No. 1
Veteran
Weyman's No. 1, Cut and Dry

SLICED PLUG TOBACCO
Driver
Fore'n' Aft
Lucky Strike
Old English Curve Cut
Our Flag

FINE CUT CHEWING TOBACCO
Double Five
Ivanhoe Chewing
McAlpin's Shorts
Navy
Solace
Virgin Leaf

SCRAP TOBACCO
Sweet Maple

FINE PIPE SMOKING MIXTURES
Blue Boar
Capstan Navy Cut (Wills')
Carlton Club
E. C. C.'s Mixture
Carrick
Imperial Cube Cut
Latakia (Wills')
Lone Jack
Louisiana Perique
Three States
Yale Mixture

PLUG SMOKING TOBACCO
Eglantine Bright (Mayo's)
Finzer's Mixed Plug
Good Luck Smoke
Ivy Dark (Mayo's)
Lucky Strike
Master Workman
Mayo's Genuine U.S.N.
No Tag
Ole Virginy
Peace and Good Will
Pride of Virginia
Sailor Jack
Sickle
Westover
Whist Smoke

TWIST TOBACCO
Cotton Boll
Meriwether's Pig Tail
Signal
Wild Cat
Yellow Tag

PLUG CHEWING TOBACCO
American Navy
Banker
Battle Ax
Big Four
Black Bear
Black Eagle
Boot Jack
Buster
Butler and Bosher's Best Navy
Button
Champ Carter
Corker
E. Rice Greenville
Five Brothers
Georgia Cracker
Gold Rope
Grape
Hold Fast
Jack Spratt
Jolly Tar
Lucy Hinton
Manaola
Nashville Greenville
New Hope
Newsboy
Nobby Spun Roll
Nosegay
Old Honesty
Old Kentucky
Old Peach
Penn's Natural Leaf, Thick
Penn's Natural Leaf, Thin
Penn's No. 1
Penn's Sun Cured
People's Choice
Piper Heidsieck
Red J
Sailor's Pride
Saw Log
Spear Head
Square Deal
Square and Honest
Standard Navy
Tennessee Cross Tie
The Old Statesman
Town Talk
Vinco
Weissinger's Special

180
of the most
FAMOUS BRANDS
in the world
Guaranteed by

© The American Tobacco Co.
INCORPORATED

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PASTEBOARD CLUB:—42,867. For cigars, cigarettes and manufactured tobacco. November 14, 1922. Leopold Powell & Co., New York, N. Y.

MAZELTOVE:—42,868. For cigars, cigarettes and tobacco. November 16, 1922. J. R. Isaacson, Manistee, Mich. Trade-mark claimed to have been used continuously since July, 1888, by the registrant.

DIXIE ROLL:—42,869. For all tobacco products. November 3, 1922. Joseph Gonzales, Detroit, Mich.

RITEVALU:—42,870. For cigars and tobacco. November 13, 1922. Paul P. Shanfelder, Newmanstown, Pa.

RITELEADER:—42,871. For cigars and tobacco. November 13, 1922. Paul P. Shanfelder, Newmanstown, Pa.

GILSEY HOUSE:—42,872. For all tobacco products. November 17, 1922. American Lithographing Co., New York, N. Y.

MAZAVANA:—42,874. For all tobacco products. November 15, 1922. American Lithographing Co., New York, N. Y.

LIGHTNIN BILL:—42,875. For all tobacco products. November 20, 1922. American Lithographing Co., New York, N Y.

HOP-O-NOSE:—42,865. For cigars. November 3, 1922. Catskill Cigar Co., Catskill, N. Y.

TRANSFERS

DELPHO PRIDE:—42,863 (Tobacco Merchants' Association). For cigars, cigarettes and tobacco. Registered November 6, 1922, by F. M. Howell & Co., Elmira, N. Y. Transferred to Delphos Cigar Co., Delphos, Ohio, November 7, 1922.

LA LINDA CUBANA:—12,829 (Tobacco Journal). For cigars. Registered November 3, 1890, by Rokohl Bros., New York, N. Y. Transferred to William Klissner, New York, N. Y., March 24, 1920, and re-transferred to The Phoenix Corporation, New York, N. Y., May 4, 1921.

TITLES CLAIMED

Gus M. Bennett, 216 N. Thirteenth Street. announces to the trade that he has purchased, and now claims, all rights to the title "Double El" having acquired the same from Malbinez & Co., of Brooklyn, N. Y.

BURLEY TOBACCO GROWERS, CO-OPERATIVE ASSOCIATION (INC.) ENDORSED EXHIBITION

Lexington, Ky.

Harry A. Cochrane, president,
National Exposition Co.,
Hotel McAlpin,
New York, N. Y.

Dear Sir:

I beg to acknowledge receipt of your letter of October 28th, and wish to commend very highly the purposes of your International Tobacco and Allied Industries Exposition.

Exhibits of this kind are very beneficial to the trade, and we very freely give it our full endorsement.

Yours very truly,
(Signed) JAMES C. STONE,
President & General Manager

CONSOLIDATED BUYS WAREHOUSE

One of the largest warehouses in the City of Lancaster, has been purchased by the Consolidated Cigar Corporation, from the American Tobacco Co., and possession will be given on January 1st. The warehouse has a capacity of 20,000 cases for storage. According to a representative of the company the firm is considering manufacturing in Lancaster, but plans have not been perfected yet.

T. S. A. HOLDS MEETING

The regular monthly meeting of the Tobacco Salesmen's Association of Newark, N. J., was held at their headquarters, Krueger's Auditorium, Belmont Avenue, Newark, N. J. on Friday evening, November 17, 1922. The meeting was called to order by president Abe Brown and a goodly crowd responded.

The chairman of the House Committee reported that a hum-dinger program had been arranged for the smoker which is to take place on Saturday evening, December 9, 1922, at Bayview-Wheelmen Hall, 378-388 S. Sixth Street, Newark, N. J. A big time at this smoker is assured to all who come. Tickets are $1, including war tax and wardrobe, and they can be purchased from J. M. Waldor, 220 Osborne Terrace, Newark, N. J.

The following officers and delegates to the National Board were elected for the ensuing year:

President.—J. A. Martin.
First Vice-President.—J. M. Waldor.
Second Vice-President.—Edwin E. Corey.
Secretary.—H. M. Ogden.
Recording Secretary.—Milton Friedeberg.
Sergeant-At-Arms.—Harry Eitelberg.

Board of Directors.

E. M. Freeman.	Irving Schwartz.
Abe Brown.	F. Schwabacher.
Mark Bloom.	Abe Greenberg.

Chas. Camp.

Delegates to the National Board of Tobacco Salesmen's Associations.

E. M. Freeman.	Jack A. Martin.
Abe Brown.	Mark Bloom.

Irving Schwartz.

The officers were installed by the national president, J. J. Ollendorff, and he was ably assisted by national second vice-president, E. M. Freeman, national third vice-president, Harry M. Konwiser, and Morris Samuels of the New York branch, and Irving Wertheim, secretary of the Jersey City branch.

The national president, J. J. Ollendorff, eloquently outlined the duties of each and every officer and laid stress upon the growth of the National Board of Tobacco Salesmen's Associations, and had every hope that the coming year would bring greater results than in the past.

President Jack A. Martin, in his acceptance speech, told the story of a southern darky who snapped his whip at a fly and cut his head off. Then along came a wasp and he snapped a whip at him and off came his head. He then came to a hornet's nest and his friend said, "Why not snap the whip at them?" He said, "Oh, no, they are united." And so it is with the salesmen. We are united. Individually we can be struck, but united we stand together.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST,* write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

DECEMBER 15, 1922

VOLUME 42 — NO. 24

THE TOBACCO WORLD

GARRETT·H·SMITH

U·S·AND CANADIAN REPRESENTATIVE FOR

COMPAÑIA LITOGRÁFICA DE LA HABANA

FINEST IMPORTED CIGAR BANDS AND LABELS.

ALSO GUMLESS BANDS

NEW YORK OFFICE 50 UNION SQUARE

TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

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The Suggestive Features of the Wooden Cigar Box

THE importance of an attractive package in selling goods cannot be overestimated. For display purposes, window trims and merchandising value the wooden cigar box is unexcelled. Compact and lending itself to distinctive lithographic features, its appeal to the eye is remarkable.

Smokers prefer cigars packed in wooden boxes. The very color of the wooden box is suggestive of the flavor and quality of the contents. The background harmonizes with the cigars themselves. Then there is a strong psychological reason for this selling appeal—wood suggests burning and smoke.

Advertisement

It's Java Wrapped!

LA PALINA

THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ROBERT BACON

The *Very Mildest* Havana

MADE IN 12 SIZES

La Resta
Court Royal
Joan of Arc
} 2 For 15c

SAN TELMO CIGAR MFG. CO.
DETROIT.

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

The Celebrated Dill's Best
Long Cool Smoke

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER

J.G.DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOB..CCO.

EL ROI-TAN

IN DEFENCE
NEMO ME IMPUNE LACESSET

PERFECT CIGARS
SOLD EVERYWHERE—GOOD ANYWHERE

ROBERT EMMET
CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

BREVAS SIZE
10c
Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY
MANUFACTURERS
Harper & Seneca Streets Detroit, Mich.

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Headquarters, 5 Beekman Street, New York City.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—Wholesale Tobacco Business in a city of over one hundred thousand people. Doing a business of about one-half a million dollars per year. Address, H. & S., care "The Tobacco World."

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF job lots of cigars. Cash transaction. Write full particulars. Address Distributor Box No. 450, care of "The Tobacco World."

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 42 DECEMBER 15, 1922 No. 24

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

In all the BIG MAGAZINES NOW

It's toasted

This one extra process gives a delightful quality that cannot be duplicated

Guaranteed by
The American Tobacco Co.
INCORPORATED

The American Tobacco Co.
INCORPORATED

TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

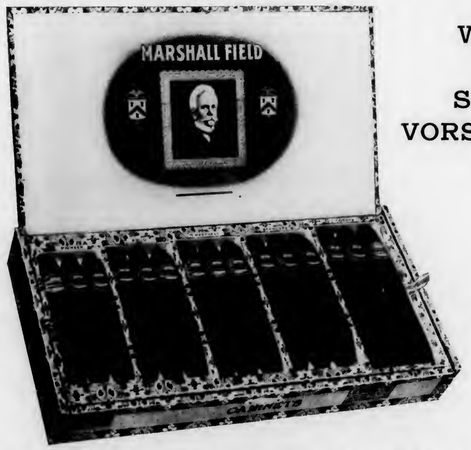
DO IT NOW!

order cigar boxes from us for any cigar you manufacture. They will enhance the value of any grade cigar.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

MARSHALL FIELD

Made in five quick-selling sizes, viz.,
the PIONEER,
a favorite at 10 cents,
the FIELD,
retailing at
2 for 25 cents,
the MARSHALL,
at 15 cents,
the STANDARD,
at 3 for 50 cents
and L. CORONA,
15 cents.



WRAPPED WITH SELECTED VORSTENLANDEN JAVA

Feature the MARSHALL FIELD for results!

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY
7th and CHERRY STREETS
PHILADELPHIA, PA.

Volume 42 THE TOBACCO WORLD Number 24

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 15, 1922 Foreign $3.50

EDITORIAL COMMENT

THE increase in cigar production for the month of October, 1923, was more than 58,000,000 over October, 1922. Class A had a gain of twenty-seven per cent. while Class C gained about three per cent.

Class B cigars, however, failed to even hold their own and dropped off nearly six per cent. as compared with October a year ago.

The conclusions that were drawn in the trade papers a year ago seems to be verified by the class productions month by month this year.

Five- and ten-cent cigars seem to be the most popular, and this is evidenced particularly in Class A. Brands that were practically off the market revived with a rapidity that astounded even the manufacturers themselves when they were advertised again as five-cent cigars.

Except in the case of firmly established brands, the ride this year has not been so very smooth for Class B cigars. It looks as if the two-for-fifteen cents cigar could make no headway against the appeal of the nickel cigar.

It is interesting to note also that little cigars, cigarettes and smoking tobacco lost ground over October a year ago. Little cigars declined ten per cent., cigarettes nearly eight per cent. and smoking tobacco nearly three per cent.

With an improvement in the employment situation these figures would seem to indicate that the smoker is returning to his cigar. Let the manufacturer do his part to keep him with value-giving merchandise, and the retailer do his share by exercising salesmanship. These are two stones for the foundation on which to rebuild the cigar industry to its old time prosperity.

ROGER BABSON says that we are going to have better business in 1923 than we had in 1922, and that it will be better in 1924 than in 1923. He enumerates four factors in favor of betterment, and three deterrents. Better crops, easier money, better mercantile situation and a general betterment in the fundamentals of business, are the favorable factors. The farmer, the wage earner and the foreign situation were named as deterrents.

However, there is no question but what conditions are improving and that business recovery is making headway. But business has been very sick and it is necessary during the convalescence to avoid anything that may cause a relapse.

It is possible in these days to measure business to a certain extent and thus give the manufacturer control. He can do this through acquiring vital information about his industry, by examination of his own records of past performances, and the reports of his salesmen.

The Chamber of Commerce of the United States has recently issued a pamphlet entitled, "Budgeting for Business Control." It is a very comprehensive discussion and will prove of value to every industry and every individual in it.

Keeping track of probable revenue and expenditure, and sensing the probable demand or lack of demand has made fortunes for many keen manufacturers, and on the other hand a legion of failures happened because they paid no attention to the probable business a few months in the future.

It will be well worth the while of manufacturers to secure copies of this pamphlet if they have not already seen it. It is issued by the Fabricated Production Department of the Chamber of Commerce of the United States, Washington, D. C.

"JEAN VALJEAN" BRAND RETURNS

Dave S. Saqui announces that after an absence of two years from the cigar manufacturing business he will again market the "Jean Valjean" cigar which met with such tremendous success a few years ago.

A new corporation has been organized under the name of Dave S. Saqui, Inc., with offices at 23 East Twenty-sixth Street, New York, City.

PHILADELPHIA.

A WORD OF THANKS AND GREETING

In glancing over the proofs for this issue it is most gratifying to note the increasing number of local firms advertising their brands in THE TOBACCO WORLD. We are deeply appreciative of the increasing recognition we are receiving in our home town. We want to continue to deserve your interest. The value of a trade publication to an industry bears a direct relation to the support which the industry gives. You can increase the value of THE TOBACCO WORLD to your local industry by aiding our representatives in the dissemination of correct information and news items.

It is now but a little more than a week to Christmas, and for all our friends we wish on that occasion a day blest with an abundance of Happiness and Good Cheer.

BAYUK BROS. CUTTING ORDERS

This house is finding it necessary to cut some of their very large orders to enable them to make a general satisfactory allotment to each and all. There has been 75 per cent. increase in production of their "Charles Thomson" cigar, which has met with tremendous favor all over the country. Clyde Davis, of the Old Dominion Tobacco Company, Norfolk, Va., called this week.

Bayuk Brothers' official family is to be dined, but not wined (!) by the Booster's Club, which made up of the sales organization. This annual function will be followed with a theatre party to sort of settle the dinner, which, we opine, will be a "feed" quite in keeping with what the Bayuk Boosters are capable of engineering.

THE CORAZA CIGAR CO. DEVELOPING

Howard F. Pent, president of the Coraza Cigar Company at Seventh and Cherry Streets, reports development along safe lines in fine shape. Mr. Pent announces that Vorstenlanden Javá, the finest Java raised, is being used as a wrapper on all his "Marshall Field" cigars, and is getting splendid repeat orders.

Mr. Pent expresses the opinion that selected Vorstenlanden Java, being of such fine quality and flavor, and used as wrapper on "Marshall Field," will make this brand one of the most popular cigars on the market.

A large list of accounts for the Coraza lines has been opened with more to follow.

DUSEL-GOODLOE CO. VERY OPTIMISTIC

Paul Brogan, president of Dusel-Goodloe Company, reports the biggest November business in seventeen years and sees nothing now to discredit the brilliant outlook for 1923. Surely, this is optimism spelled with capital letters. Paul Brogan, with his experience and clear vision ought to know.

OTTO EISENLOHR & BROS. BUSIER THAN EVER

Not in the history of the Eisenlohr house, said A. D. Irvine, has it experienced such prodigious business, the one difficulty being, to take care of the onrush of orders.

A great and surprising phenomenal future is right now shaping itself for the Eisenlohr Company. All hands in the shipping department are working nights.

Mr. Ben Lichty is expected back from his western trip December 15th.

CONGRESS DELUGED WITH WIRE ORDERS

Willis Andruss reports a veritable deluge of telegraphed orders for more shipments of fortieths for Christmas business. Jacob Paley is in New York conferring with their George Kraus, who reports a remarkably rapid progress in the establishment of "La Palinas" in the Manhattan District.

The new "La Palina" factory at Third and Spruce Streets, although delayed several weeks on account of tardy building material, has reached the fifth floor. Mr. Sam Paley and wife have just returned from a vacation at Hot Springs, Va.

CHARLES KRULL OFFERING RARE BARGAINS

Every cigar retailer in Philadelphia should sit up and take notice of the rare bargains Charles Krull is just now offering. Among them was noticed cigars made by some of Philadelphia's best known houses, and others of almost equal renown. A visit to Krull's emporium of bargains divulges hitherto unheard of opportunities to get what any retailer would consider rare bargains in cigars, cigarettes and pipes of all standard makes.

Mr. Krull's store at 55 North Second Street is a veritable storehouse of choice "finds" and the "welcome" sign is always out.

BOBROW BROS. ENJOYING BIG BUSINESS

Mr. Pike states that "La Tosello," their new cigar, is going over big, enjoying tremendous sales. We expect to hear some glowing reports about "La Tosello" when the boys on the road begin to drop in, said friend Pike.

DUNCAN & MOORHEAD BUSINESS HEAVY

Mr. Moorhead expresses satisfaction with the present outlook for 1923. He reports an exceedingly heavy season's business, which has resulted in the extraordinary situation of being entirely out of Christmas packings.

RELIABLE GETTING IN THE OVERSOLD CLASS

A call at this rapidly growing house revealed an oversold condition on their most popular shapes of "La Borona" cigars. They announce, however, a comfortable supply of "Coronas," which they expect will be cleaned out before Christmas. This company is looking for larger and more advantageous quarters, in which to increase production. One of the largest distributors in town is about to add "La Borona" to their list.

MARTINDALE PLACING LARGE ORDERS

W. S. Russell, the ever genial manager of Martindale's Cigar Department at Tenth and Filbert Streets, reports business exceedingly good and getting better every day. "Of course," said Russell, "holiday trade is always good, but things look mighty good for next year, and I am placing larger orders for both Philadelphia and Tampa-made goods."

"I always look for and get the best that money will buy," says Mr. Russell. His general display proves it.

MANILA CIGARS ADVANCE IN PRICE

The writer met and had a pleasant chat with Henry Ottenberg, the veteran New York importer of Manila cigars. It was learned that the big strike among cigarmakers in Manila that had caused such a shortage had been settled and now cigars were coming in, as Mr. Ottenberg hoped, in more satisfactory lots. Prices have advanced three dollars, and no orders are being accepted at old prices.

Mr. Ottenberg believes that 1923 will be not only a tremendous year for Manila cigars, but the biggest in history. This veteran cigar man is an optimist after our own heart.

WM. H. BAILEY ORDERS MORE "VAMPS"

This house is showing what was once, and not so long ago, a very popular cigar, known as "Avalon." It needs no new introduction, as it was considered by those who were connoisseurs a great "smoke." Bill, who is always on the hunt for good values, recently acquired 30,000 "Avalons" in prime condition, which he is offering at a very attractive figure.

Naturally they are being snapped up by those who know good cigars. Bailey has ordered 200,000 more "Vamps," "just to be on the safe side," said Bill, who is making needed changes at his store at Second and Arch Streets, to better display goods and make room for cigars expected in any day.

FRANCIS V. WOOD BUSINESS IMPROVING

Never has the old Grauley stand at Sixth and Chestnut Streets, lately taken over by Francis V. Wood, shown such activity in our recollection. While tarrying awhile, we noticed what indicates a growing tendency on the part of smokers of every class to "shoot in" and call for the best and fraternize, which shows Wood's place is getting popular. His genial clerks add much to the popularity of the store.

Wood reports business improving as well as can be expected. A casual glance over his stock revealed a comparatively complete line of Philadelphia's best brands of cigars, with an attractive line of holiday packings. Francis V. Wood now owns the "Casa Blanca" brand, which is being made for him by Ruyera Lopez Cigar Company. It's a fine ten-cent cigar.

J. BROOKS SHOWING HOLIDAY ATTRACTIONS

A very great change is noted at J. Brooks' factory and store at 19 North Tenth Street. Not only do we observe evidence of holiday cheer beyond the average, but all the signs of a tremendous increase in business.

Brooks' holiday packings including "La Fleta" brand in Seleccion Escepcionales, ten to a box, together with a fine line of pipes and other smokers' joys, make up an exceptionally artistic window display, particularly noticeable for its neatness and forceful effect.

Brooks finds it difficult to meet the constantly growing demand for his low-priced cigars, notwithstanding he has a large force in his factory. He is now waiting to get possession of the floor above, when he will quadruple his production. Brooks is a hustler. We prophecied his steady growth to success months ago.

F. A. TOLHURST,
Philadelphia Representative.

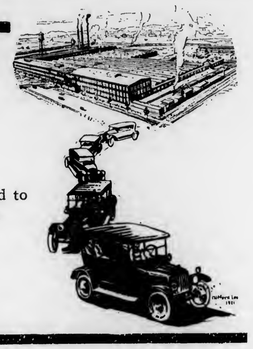
DEATH COMES TO BENITO ROVIRA

On Monday morning, December 4, while Mr. Rovira was in the act of shaving preparatory to going to his office for the day's business, he suffered a stroke from which he never rallied and died about five hours later. He had been in good health up to the time he was stricken and had no warning that his end was near. Mr. Rovira was born in Spain seventy-two years ago, and came to New York as a boy, where he obtained his first position with a hatter. In 1878, he secured a position with R. Monroe & Bros., cigar manufacturers, and there learned the cigar manufacturing business from beginning to end. He engaged in business alone about 1903 and about 1918 he incorporated so as to include his sons in the business. He is survived by a widow, one daughter and two sons.

LIGGETT & MYERS PROPOSES TO INCREASE CAPITAL

At a special meeting of the stockholders of the Liggett & Myers Tobacco Company, called for January 8, a vote will be taken on the proposal to increase the capital stock from $65,752,700 to $100,000,000. If this proposal is ratified, the preferred stock will be increased to $34,139,800, and the B. common to $44,363,800.

DETROIT



Every Cigar Factory Working to Capacity—La Fond to Close Majestic Building Store—Harry W. Watson Co. to Move to New Quarters and Enter Jobbing Business—Coraza Representative Visits Detroit

Detroit, Mich., December 10, 1922.

DETROIT is fast growing in building operations and the month of November, seven millions were exceeded, all told 1805 new buildings were begun.

Every cigar manufacturing plant in the Dynamic City is working full capacity, and many are unable to supply the demand for one-fortieth packings for the holiday trade. The retailers have bought conservatively, but nevertheless they have laid in large stocks in anticipation of a big holiday rush, which is predicted. All the stores are putting on their holiday attire and many beautiful and attractive window displays are drawing the attention of the early shoppers.

Buy 'em and mail 'em, CIGARS.

M. A. LaFond & Company will discontinue their Majestic Building store, at the expiration of their present lease, which expires on April 1, 1923. Mr. LaFond has conducted a cigar store at this location for the past seventeen years, catering to the exclusive trade with an exceptional line of high grade imported and domestic merchandise. The closing of this store will be missed by many customers in the financial district and Cadillac Square, who have purchased their smokes here for nearly two score years. Regarding the rumors, the next question is, who will secure this valuable location and for what kind of business. No doubt the bidding will be high, as this is one of the busiest corners in Detroit.

W. W. "Doc" Rosebro, president of F. Vega & Co., has returned from a ten days stay in New York City and vicinity in the interest of "Las Vegas" cigars. Doc says, he had a very successful trip and will have some important news to give to the public within the near future.

John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business trip to New York City and the east.

The Harry W. Watson Co. will remove on January 1, to the corner of Brush Street and Jefferson Avenue, where they will conduct a strictly cigar jobbing business, featuring "Planco," "Mi Lola," "La Resta," "Pastoria," "Red Dot" and many clear Havana and imported brands. Jack Murphy, salesmanager, informs the writer that they have discontinued jobbing cigarettes.

J. S. Capen, who operates a chain of cigar stands in Detroit's leading office buildings, has returned from Bloomington, Ill., where he was called on account of the death of his sister.

Fred Charles, of the Coraza Cigar Company, Philadelphia, Pa., called on the trade here last week and signed the TOBACCO WORLD register at Bert Johnson's.

J. R. Wilkins has purchased half interest in the cigar jobbing business of L. H. Stradley, located at 231 West Jefferson Avenue, and the style of the new firm will be Stradley & Wilkins. "Don Antonio" and "Meditation" are their leading brands at present, but new brands will be added the first of the year.

J. C. Howard, of Faber, Coe & Gregg, Inc., New York City, N. Y., called on the trade here this week, and reported a very satisfactory business on his brands.

Harry T. Bump, of J. L. Marcero & Company, distributors of "Dutch Masters," "El Producto," "Admiration," "Cuesta Rey," and various other popular brands, has returned from a business trip to New York and the east in the interest of his many brands.

"A Detroit wife, who stabbed her husband in the stomach says he was giving his affection to another woman. She had the right idea. The centuries have contended that that is the way to a man's heart."

Henry Ernest Thumel, manager of the Central Cigar Company's store in the Orpheum Theatre building, has returned from his honeymoon trip to the hills of Cumberland, Maryland. Henry has been making many trips to the southern State, and we thought he had a motive in his madness, but he always said, "a little trip for my health," but, alas; a certain Miss O'Neill was the center of attraction, so now we have Mr. and Mrs. Henry Ernest Thumel with us, and Henry's trips south will be few and far between in the future.

Jack Planco, salesmanager for Ruy Suarez & Co., manufacturers of "Planco," Havana cigars, was a recent visitor to Detroit, conferring with his State representative, Ralph Damon, and Jack Murphy, salesmanager of the Harry W. Watson Co., who are the local distributors of "Planco" cigars.

We have just received word that our old friend Mort Hammer has joined the sales force of Marcelino Perez & Co., and that he will make the middle west territory on "Tuval" and other Perez brands. Mort's many friends in Detroit will be glad to learn of his new connection, and take this time to wish him a Merry Christmas and a Happy and Prosperous New Year with his new line.

Chauncey Damon, president of the G. C. Damon Cigar Co., Ralph Damon, factory representative for

(*Continued on Page 11*)

Ruy Suarez & Co., and Charlie Bird, of the Book Building Cigar store, have returned from the wilds of northern Michigan, where they have been chasing rabbits and partridge; from reports the bag was heavy and a good time was enjoyed by all.

"Old Dobbins had his faults, but you didn't have to stop and jack him up on the highway every time you were in a hurry."

"Mannie" Perez, of Marcelino Perez & Company, New York and Tampa, called on the trade here last week and reported a very satisfactory business throughout his trip. "Tuval" cigars are very popular with the smokers of Dynamic Detroit and "Mannie" always enjoys a big business here.

John Mangan, who operated the cigar stand in the Free Press Building, had the misfortune last week of losing his home by fire. Many valuable pieces of bric-a-brac and paintings, which John had spent many years in collecting, were a total loss. His many friends extend to him their deepest sympathy in his great loss.

T. Herbert McMinn, manager of the cigar stand in the Penobscot Building (J. S. Capen) and Miss Evelyn V. Hale, of Detroit, were married on November 30. Mr. and Mrs. McMinn spent their honeymoon in Battle Creek and Kalamazoo, the former home and camping grounds of the groom. We, one and all, extend our hearty congratulations and wish that all their troubles will be "little ones."

John Rynek, manager of St. John's Arbor Company, has added an up-to-date cigar department to their chain of restaurants. All popular brands are featured, *viz.*, "Las Vegas," "Chancellor," "La Palina," "Webster," "Roi-Tan," "Robert Emmet," and numerous other brands worthy of mention.

C. C. Wetzel, formerly connected with the United Cigar Co., as chief clerk, has resigned to accept a position with Frank M. Reszke, 119 West Fort Street. Frank operated one of our leading and most-up-to-date cigar stores in the financial district.

John J. Laffrey, who is associated with M. A. LaFond & Co., as assistant manager and auditor, is the type of progressive young man that is needed in every line of business. John spends his days attending to the office routine, as well as waiting on the trade, serving his customers in his usual versatile manner. John's pleasant personality has won him many friends in the trade. When his day's work is finished at the store, John journeys out to the University of Detroit, where he spends his evenings taking a course in public accounting and general business training.

The Loyalty Winter Circus, staged by Loyalty Lodge No. 488 F. & A. M., for the week of December 4th to 9th, inclusive, closed on last Saturday and was pronounced a most wonderful success, financially and they drew record breaking crowds. "Las Vegas" and "Judge Gainey" cigars were handled exclusively at the cigar booth.

A. F. McRener, president of the Alberta Cigar Co., manufacturers of "Green Seal" cigars, reports that this brand is going over big in every place where it is on sale. Tom Thurlby is filling his position as salesmanager admirably and practically every dealer is lending Tom lots of co-operation in the placement of "Green Seal" cigars. Very soon the company will begin an extensive window campaign of very attractive advertising.

Window displays seen this week, *viz.*: "Van Dam," "Optimo," "El Producto," "Robert Emmet," "Las Vegas," "Webster," "La Palina," "Dutch Masters," "T - R," "Aragona," "El Javana," "Tilfords," "Prince Hamlets," "La Preferencia," "Chancellor," and numerous other brands worthy of mention.

With best wishes for a MERRY CHRISTMAS to one and all.

Yours truly,

Mike of Detroit

COL. LLOYD D. MAYHEW RETIRES

A glowing tribute to fifty years' continuous success in plug tobacco manufacture and distribution, twenty of which have been spent in zealous service resulting in an important position at executive headquarters of The American Tobacco Company, was paid last week at 111 Fifth Avenue, New York, to Col. Lloyd Dorsey Mayhew upon his retirement from active business life.

A testimonial resolution in honor of Col. Mayhew's career was unanimously endorsed by The American Tobacco Company's board. He was presented, in a felicitous speech by Director Charles S. Keene, with a brilliantly engrossed copy of the expression. Then the board disclosed a surprise gift for the retiring veteran, presenting him with a handsome motor car with which to grace his hours of ease.

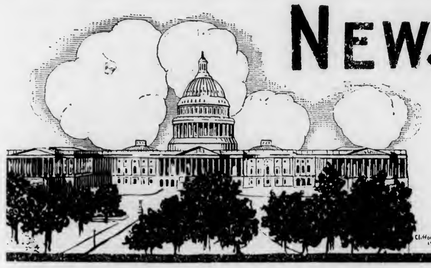
The resolution of thanks signed by President Percival S. Hill and Secretary Charles F. Neilly, reads:

"On motion duly made and seconded, it was unanimously resolved:

"That this board and each member thereof has received with great regret the announcement that Mr. L. D. Mayhew, after long service with the company, has tendered his resignation to the president; that this board desired to record upon its minutes its appreciation of the long and fine service rendered by Mr. Mayhew to the company, and its high appreciation of his qualities and character:

"That the secretary be, and he is hereby, authorized to transmit to Mr. Mayhew a copy of this resolution."

Col. L. D. Mayhew joined The American Tobacco Company twenty years ago upon its purchase of the Drummond Tobacco Company and the Finzer Bros. Co., old-time tobacco manufacturing concerns with which he had earlier been long identified. His career in the industry began when, as the grandson of Dorsey Mayhew, prominent Missouri banker of the ante-bellum days, he had occasion to begin the management of a southern tobacco factory in which the elder Mayhew had become interested. Col. Mayhew mastered the earliest secrets of the art of plug manufacture and merchandising, so that when The American Tobacco Co. became a leading figure in that branch of the industry he was induced to bring to it a heritage of more than a quarter of a century's expert knowledge. Col. Mayhew has the distinction, it is said, of having fathered to success more staple brands of succulent plug than any other living pioneer in plug manufacture. His energies and power have played an important part in the upbuilding of A. T. Co. favorites such as "Piper Heidsieck," "Square Deal," "Spearhead," "Old Kentucky," "Five Brothers," "Penn's Natural Leaf," "Mayo's," "Ivy," "Egletine," "Master Workman," "American Navy," "Town Talk," "Old Honesty," "Battle Ax," "Boot Jack," "News Boy," and "Sickle."



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

SEVERAL amendments to the laws providing for the collection quarterly of details of stock of leaf tobacco by the Census Bureau, are recommended by Secretary of Commerce Hoover in his annual report, just submitted to the President.

The laws authorizing the collection of stocks of leaf tobacco require that the bureau revise, from the records of the Commissioner of Internal Revenue, the list of establishments to be canvassed, and provides that only dealers having in stock an average of 50,000 pounds at the close of four quarters of the year shall be canvassed, it is pointed out. The new regulations of the Internal Revenue Bureau are in such form that it is difficult to revise the list of establishments to meet the requirements of the law; but it is believed that if reports were obtained from all dealers, regardless of the amount of tobacco held in stock by them, it would be possible to revise the list of dealers at any time by securing from the several collectors of internal revenue lists of registrations closed during the quarter and or registrations added during the quarter.

The Secretary recommends, therefore, that the law be amended so as to provide for securing reports from all dealers in leaf tobacco. It is also recommended that, in order to save time and expense, the law be so amended as to authorize the making of the affidavits before postmasters.

A reduction of $60,000,00 in the ordinary expenses of running the Government is planned in the estimates for the fiscal year beginning July 1, next, submitted to Congress by the bureau of the budget on December 4. Total permanent appropriations for the fiscal year 1924 will be $1,783,843,331, as compared with $1,844,-149,890 for the current fiscal year. This money is for salaries and for the regular activities of the Government departments, and does not take into consideration appropriations which may be made for special work authorized by Congress during the year, or for such deficiencies as may arise as a result of unforseen conditions.

A number of increases have been asked by the Department of Commerce in the appropriations for the Bureau of Foreign and Domestic Commerce. The sum of $225,000 is asked for the payment of commercial attaches, an increase of $25,000 over the existing appropriation. A fund of $379,100, the same as at present, is asked for the promotion of commerce in Europe and other areas, while $150,000 is asked for the expenses of the district and co-operative offices in this country. Two hundred thousand dollars is estimated as the cost of promoting commerce in South and Central America; the existing appropriation for that purpose is $170,650, while a similar sum is asked for the promotion of commerce in the Far East, as compared with the present appropriation of $166,150.

A fund of $550,000 is asked to enable the Bureau of Foreign and Domestic Commerce to investigate and report on domestic problems relating to the producing, distribution and marketing, in so far as they relate to the important export industries of the United States. At present a fund of $450,000 is available for this work. The sum of $40,000 will be needed to carry out the provisions of the China Trade Act, administration of which comes under the Department of Commerce.

It is planned to make a study of economies in the distribution of raw materials and manufactures, and a fund of $100,000 is asked for that purpose. It is also planned to provide an economic abstract of foreign countries, for which $200,000 will be required, and a fund of $55,000 is asked to enable the department to make an investigation of the restrictions and regulations of trade by foreign countries. The Directory of Foreign Buyers, which is now being prepared, is to be extended and a fund of $25,000 is asked for that purpose.

The Census Bureau requests a continuation of the present fund of $895,000 for securing information for census reports, which includes the monthly reports on the production of various commodities.

A continuation of the existing fund of $75,000 is asked by the Bureau of Standards for apparatus, machinery, tools and appliances for the various laboratories.

A bill providing for the establishment of a monopoly control commission, under the terms of which combinations and conspiracies to monopolize the sale or fix the price of commodities in interstate commerce are made subject to regulation, has been introduced in the House by Representative Frear, of Wisconsin. The commission would consist of nine members to be ap-

(*Continued on Page 14*)

EISENLOHR'S CIGARS.

We take this occasion to thank our customers for the many favors they have accorded us during the year and to extend our best wishes for a Merry Christmas and a Happy New Year

Otto Eisenlohr & Bros., Incorporated

Philadelphia, December 25, 1922

Christmas Greetings

To our host of Customers on our well known

Della Casa Cigars

10 cents to 3 for 50 cents

A mild Havana filler and Shade Wrapper Cigar

El Predomino Cigar Co., Phila., Pa.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

EPCO and
EPCO HAVANA FIVES
Genuine Sumatra Wrapped

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

News from Congress

(*Continued from Page 12*)

pointed by the President by and with the advice and consent of the Senate. The salary for this position would be $10,000 a year.

The Frear bill follows the general lines of the Federal Trade Commission Act with respect to provisions for investigations, hearings, appeals, etc., but the proposed commission would have authority, where it finds that price fixing through combinations is being attempted, to fix a maximum price and continue it in force until the condition complained of is remedied. Fine of $5000 and one year imprisonment, or both, upon such fine and imprisonment, is provided for violations of any order of the commission dealing with price fixing or restraint of trade. The bill would become effective, if passed, July 1, 1923. It has been referred to the House Committee on the Judiciary for its consideration.

Several recommendations for legislation designed to improve the postal service to the public are made in the annual report just submitted to the President by Postmaster General Hubert Work.

The report again points out the necessity for an arrangement under which persons and concerns sending advertising literature to prospective customers may pay the postage on replies thereto. The experience of the department has shown that when advertisers enclose stamped envelopes or cards with advertising matter a greater number of replies are received than when return postage is not sent, but this procedure is unsatisfactory, owing to the loss it occasions. If the advertiser could pay the postage on the replies without having to enclose postage with his advertising literature, he would obtain all the advantages now gained by enclosing postage and at the same time eliminate the large loss caused in cases where returned postage furnished is not used.

Declaring that the existing low postage rates on the various classes of mail are based on the assumption that the mailer will do all he can to facilitate the handling, distribution and delivery of the mail, the Postmaster General urges legislation enabling him to make a charge of one cent additional on all cases where corrections or completions in the address are necessary.

During the fiscal year 1922 every effort was made to impress patrons with the necessity of preparing and addressing mail with care, the importance of placing a return card on all mail, and the desirability of using envelopes, cards, etc., of uniform and standard size and shape, for the purpose of expediting the handling of such matter. The co-operation of patrons of the service not only enables the service to save money, but gives the patrons quicker transportation and delivery of their matter, it is pointed out.

Merchants throughout the country are taking greater advantage of the collect on delivery parcel post service, the report shows, the number of parcels sent in that manner during the fiscal year ended June 30, last, being 30,941,570, or an increase of 4,616,303 over the preceding fiscal year. The handling of this tremendous number of collect on delivery parcels resulted

(*Continued on Page 16*)

Watch it Grow!

The latest Government Report issued by the U. S. Bureau of Internal Revenue shows that the number of tax-paid cigars made at Manila during the month of October, this year, and shipped to the United States is

Twenty-two Million

Equalling monthly shipments during 1918 and 1919, the great boom years of the American cigar trade. - - - -

Manila Gives Great Values

List of Importers and Distributors on application.

MANILA AD. AGENCY

(C. A. BOND, Mgr.)

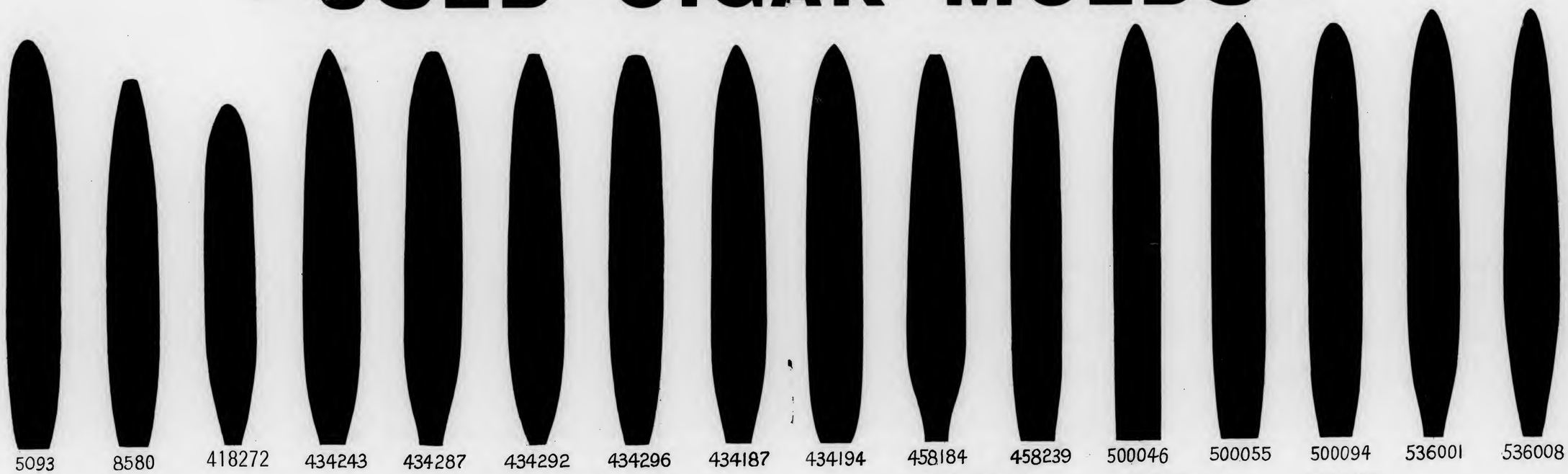
15 WILLIAM STREET - - - NEW YORK

AMERICA'S BEST SUPPLIERS

EVERYTHING EXCEPT TOBACCO

UNUSUAL OPPORTUNITY TO BUY

~USED CIGAR MOLDS~



5093 8580 418272 434243 434287 434292 434296 434187 434194 458184 458239 500046 500055 500094 536001 536008

We have for immediate delivery the following quantities of the above molds. All in first class condition—to be sold in any quantity.

Quantity	Number	Quantity	Number	Quantity	Number	Quantity	Number
100	5093	200	434287	100	434194	150	500055
200	8580	700	434292	150	458184	300	500094
150	418272	100	434296	200	458239	150	536001
800	434243	1000	434187	150	500046	100	536008

CIGAR LABELS
CIGAR BANDS
ADVERTISING

BOARDS
CUTTERS
TOOLS

CIGAR CANS
TIN SIGNS
CEDAR LININGS

TIN FOIL
PLAIN, MOUNTED
and PRINTED

POUCHES
TISSUE WRAPPERS
PAPER GOODS

BUNCH MACHINES
PACKING DEVICES
BRANDING MACHINES

GENUINE GUM TRAGACANTH

2309 RUSSELL AT GRATIOT

American Box Supply Co.

DETROIT, MICH.

Greetings!

MERRY Christmas to you all—and a Joyous, Prosperous New Year.

Father Time has treated us well this past year.

Girard Cigars are selling faster than ever before. And we're hearing only good things said about them.

Girard is truly "America's foremost cigar." Let's join together and make 1923 a still bigger Girard year.

Antonio Roig & Langsdorf
Established 51 years
Philadelphia

GIRARD

Never gets on your nerves

"NEW SOUTH" A WINNING FIVE-CENTER

A winning nickel cigar that has been added to the growing list of successful brands made in Florida, is the "New South" which is made in Orlando, Florida, by Curry & Smith. At five cents it is a value-giving piece of merchandise and the reception it has thus far received from the trade has resulted in their facilities being so taxed that they have found it necessary to increase their capacity. The brand is manufactured in one of the most modern and up-to-date factories in Florida. The brand and label are both attractive and add a selling point to the package.

There is territory open for energetic jobbers who would like to start 1923 with a brand of five-cent cigars that is sure to prove a profitable addition.

NOVICIO.

FINE HOLIDAY PACKINGS OF "MELACHRINO"

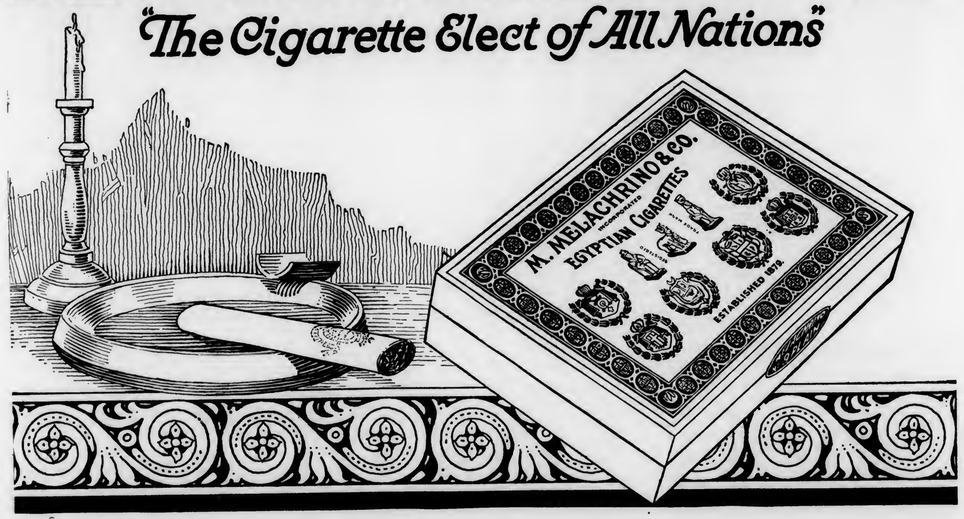
The holiday packings of "Melachrino" cigarettes are very attractive and dealers are eagerly stocking up on these popular cigarettes. The wrappings are very appropriate for this season and include extra wrappings, satin ribbons and sprigs of holiday greens.

T. A. ALFORD DEAD

Thomas A. Alford died at his home in Indianapolis on Wednesday, November 29. He was a partner in the firm of Keifer-Stewart Company, and had been with this firm during the whole forty-one years of his busines career. His death was a great loss to his many friends in the trade.

MELACHRINO

"The Cigarette Elect of All Nations"



York County Items

York, Pa., Dec. 15, 1922.

THE year being about over, we were anxious to hear from the many manufacturers in our section and were more than pleased with the reports gathered on this trip. Most of the manufacturers are in good spirits; being busy, puts a man in good humor, and with a prosperous finish of the year, most of the boys have long forgotten the several dull months of the first half year. Without an exception, all of them are looking toward 1923 for a good, steady increase of business.

H. G. Blasser & Co., 51 E. Clark Street. Mr. Blasser is hard at it again with his old-time "wim and wigor," as they say in Pennsylvania Dutch, and his many friends are glad to see him in full activity again. This firm has been building up a nice business on resweated, stripped and booked Pennsylvania and Ohio tobaccos. Also have taken on a fine line of Florida wrappers, on which they will make a special drive the coming year.

R. B. Lloyd Tobacco Company report having had a very successful year and working for a banner year in 1923. They hold some very fine packings of Florida and are in a position to cover the needs of their numerous customers in this line of cigar wrappers.

S. L. Etter & Son, North George Street, jobbers, say they will finish one of the busiest years they have ever had. Sam is a real hustler after business and can always be found on the job. The "John Hay" ten-cent cigar, is a big seller with them and needless to say that the "Aristocrat" cigar is still Sam's pet brand and we know that the run this cigar has in this section, is due largely to Sam's efforts in getting it well-placed and keeping everlastingly at it.

City Leaf Tobacco Company, West Gay Avenue, with branch office at Lancaster, report having had a good year. They are large packers of Pennsylvania and Connecticut tobaccos.

C. S. Gable, North Queen Street, reports a very busy season and that he is unable to fill all orders on "Hamilton Fish" and "Douglas Fairbanks" cigars; his orders on file will run well into the New Year. The "Forum," in four sizes from 10 cents to 15 cents straight, is making a record as a repeater. Those packed in glass jars make a handsome package and a fine showing on the cigar case.

H. F. Martin Cigar Company, makers of "Keen Kutter" cigars, report continued calls for their goods and are busy.

John G. Bergdoll, South End manufacturer, reports a very satisfactory year's business on the "York Imperial" cigar, a very satisfying smoke, which can be secured at every cigar stand in York and surrounding towns.

A. F. Gallatin and Company, Manor and Kings Mill Road, are busy on the "El Gallatin," a cigar of merit and well known for many years.

W. H. Falkler and Son, makers of "Jos. Aldridge" cigars, have had a good, steady trade throughout the entire year, which only proves that real merchandise always finds a buyer.

John H. Baker Tobacco Company report steady trade on scrap tobacco, with largest output on Pennsylvania scrap. Their brand "Havana Aroma," being scrap made from resweated Pennsylvania fillers and Porto Rico blend; a sweet mild scrap.

A. Kauffman and Brother, Incorporated, cigar box makers, say they have had a good fall trade, with prospects of continued good business the coming year.

J. H. Stiles, packers of Connecticut tobaccos, Mr. Geesey reports that the warehouse in the East is busy packing the 1922 tobaccos, of which they have a large number of fine crops.

A. F. Fix, of the A. F. Fix and Company, Dallastown, says that the year just passing, has been a satisfactory one and that the outlook for 1923 is sure to be a good year for their brands of cigars. This firm makes the following nickel cigars: "Contract," "Havana Preferred," "John Nixon" and "Tom Wilson," the "Contract" being their leader, which has a distribution from coast to coast.

W. H. Raab and Sons, Dallastown, are finishing up what has been their busiest year, turning out "White Lion," "Rigby's Value" and "Reputation" cigars. The first named brands running way up into millions for the year. This firm reports having orders on file which will keep them busy for some time to come.

Merchants Cigar Box Company, Dallastown. Mr. Sprenkle said that his firm has had a good year and at this particular time, business is better than he has enjoyed for this time of the year, when usually the box orders drop off until after the holidays. He thinks the year 1923 will be a good one for steady business.

Yorkana Cigar Company report last half of year very good for them and still busy filling orders for holiday goods, their "Gold Seal" brand at 5 cents being their best seller. They are putting out a new brand, "El Tutor," and look for good business on their product for the coming year.

E. B. Strickler, Yorkana, manufacturer of the "Politano," large perfecto shape cigar, going to the trade at 5 cents straight. Ellis says business is keeping right up on this brand and he is working hard to finish up the orders on file.

At the Enterprise Tobacco Company, Red Lion, we found Mr. Toomey hustling around getting his new building finished; it now looks as if by the first of the year everything will be right up-to-date. They report a good year's business.

W. H. Snyder & Sons, Windsor, are closing what Billy calls a very satisfactory year's business. The output of "Country Club" and "Pollyanna" cigars, has run into large figures. This firm also has enough orders to carry them through January. They will have a new brand ready for the trade early in January, "El Romaz," invincible shape, which promises to be a big seller.

Central Cigar Company, Windsor. This new company have just been in the manufacturing game one year and say that they have enough orders for their "Otis Skinner" brand cigars to keep their plant busy up to March of the coming year.

This, of course, will be our last letter for the year and may we, in closing, ask our friends that have from time to time given us the news items for our York County News Items page, to overlook the errors that we may have made now and then in reporting same; also to those who have spent time in reading same, we wish to say that we have tried to make the column as interesting as the material at hand would warrant. And to one and all we give greetings and best wishes for your continued good health and prosperity.

JAY BEE.

Tampa Letter

Tampa, Fla., December 12, 1922.

LIKE a large group of jockeys spurring a drove of thoroughbred runners towards the goal, the cigar manufacturers of Tampa, stretching every nerve as Christmas Day is approaching, are shipping away by the speediest route, the balance of holiday orders, many of which will not reach destination until the New Year is knocking at the door. Some of them are breathing easily, while others are still far from feeling relieved. It is a great final for this year, a record-breaker in production and in peace; for all the elements of the local cigar industry seem imbued with the idea of furnishing the trade the largest amount of cigars in quantity as well as in quality, ever known in the history of Tampa.

That such result could not be obtained without harmony and mutual co-operation is plainly evident, and means much for the future of the industry; for passion and hate is being superseded by the conviction that reason and cordiality are the only virtues that might bring happiness and prosperity to the elements composing the great Tampa cigar industry.

It may be the result of bitter experience or the benign influence of the Christmas spirit; but the fact is that it has commenced to dawn on the minds of some leaders of the manufacturers as well as of the cigar workers, that closer relations and mutual understanding could be established by means of a local alliance.

Another question that is being seriously considered by the Cigar Manufacturers' Associaiton and the Tampa Board of Trade, is the misuse and abuse of the Tampa name by certain cigar manufacturers elsewhere, with the purpose of palming out spurious goods under cover of Tampa's reputation. This is a practice that must be stopped by all means; the pubilc must be warned to pay no attention to the name of Tampa cunningly displayed on the boxes or containers not wearing the identification stamp of the Cigar Manufacturers' Association, or not being stamped on the bottom with the proper factory number in the collecting district of Florida. The fakirs are also warned that their game is out, and all necessary steps shall be taken to stop their nefarious practice.

Owing to the careless handling and keeping of tobacco bales in the Custom House bonded warehouse, a movement is on foot to change and put its management in more competent hands; this is a movement that will be worth thousands of dollars for the manufacturers that have not their own bonded warehouse.

An effort is being made to secure the co-operation of the manufacturers to make a display of Tampa-made cigars at the Tobacco and Allied Trades Exposition to be held in New York, February 3 to 10. Individual invitations shall be sent out by the exposition management, and it is hoped that Tampa will be represented in the exhibit.

Messrs. Max. Gill and George Gotsenger, of Gradiaz Annis and Company, returned last Sunday from Havana, where they went on a leaf-purchasing expedition, Mr. Gill having been called suddenly to the island to attend the funeral of his father who died while he was preparing to go for business purposes; to him your correspondent extended his heartfelt condolence.

Mr. Manuel Corral, of Corral-Wodiska y Ca. also returned last Sunday from Havana after inspecting his holdings of tobacco leaf. He would have remained longer, but his house is one of those who are far from filling their orders, and his presence at the factory was required.

The new restaurant building opposite to the big brick factory of Perfecto Garcia and Brothers is completed and all stores rented. It is a substantial and comfortable building, which will be of much accommodation to the workers and neighbors of the factory. Mr. Jose Garcia is tied up at the Chicago office and will not be able to visit the factory until the end of the year; but Manuel Garcia, Jr., son of Manuel Garcia, Sr., is scheduled to come to Tampa to spend Christmas with his parents.

The factory of Garcia & Vega is feeling the activities of its crack salesman, Frank Lopez, and the New York office crew, and the factory force under the able management of Francisco Gonzalez, are straining every point to keep up with the orders.

Teijeiro & Garcia are working to full capacity, and Mr. Garcia, managing partner of the factory, is having a hard task to satisfy the demand for their excellent clear Havanas.

Bustillo & Merriam are up to their ears working, using every minute of daylight with the addition of many others of electrical production. Mr. Bustillo was forced to send the S. O. S. signal to Mr. Merriam, and now they are together at the factory sympathizing with each other.

At Marcelino Perez & Co., smiling Jose says that he is thankful to God that the end of the rush is in sight; he, however, does not feel sure of having a rest, for the prospects for the coming year are that the demand for "Tuvals" is going to surpass this previous rush.

Ambrosio Torre, of the house of Sanchez & Haya is very much relieved with the reinforcement of J. J. French taking charge of the office and selling department. Now Mr. Torre will have more time to devote to the manufacturing end, and the result will be a larger production, which has become imperative.

Ned Berriman has returned from the tobacco fields of Connecticut, well satisfied with his purchases, which, together with the fine leaf brought in Cuba, will enable the factory to meet all demands. Francis E. Gyory, their Pacific coast representative, is expected at the factory to take part in a conference of the selling force, in which an extensive plan will be perfected for a large expansion of their business.

All in all, this year has been a banner year for Tampa, and your correspondent has reasons to believe that the cigar manufacturers will recognize that THE TOBACCO WORLD has done its best efforts to co-operate to their prosperity in a humble but effective manner. There are other trade papers of larger size and circulation; but in point of loyalty and devotion to the Tampa cigar industry and its manufacturers THE TOBACCO WORLD is above them all, neck and shoulders, and will deserve to be rewarded in a substantial manner when the advertising budget for the next year is made.

As this will be his last letter to appear before Christmas, your correspondent, with malice towards none and good will to all, wishes to extend the compliments of the season to the readers of THE TOBACCO WORLD, the cigar manufacturers of Tampa, and the trade in general.

VERITAS.

Interesting Facts Regarding the

First International Tobacco Industries Exposition

Grand Central Palace, New York

February 3 to 10, inclusive, 1923

Every Branch of the Tobacco Industry is Now Represented

Approximately One Hundred Concerns

I—Various Tobacco Growers' Associations will exhibit Leaf Tobacco, exploiting the different sections of the United States and Insular Possessions. This will be of immense interest along educational lines.

II—The important Leaf Houses as individuals will have exhibits showing samples of different grades of Leaf handled by their respective companies.

III—Practically every standard make of machine used in the drying and curing of Tobacco and the manufacture of Cigars and Cigarettes, as well as many new machines and labor saving devices not yet advertised, will be shown and demonstrated at the Show for the first time.

IV—Cigar and Cigarette Manufacturers will show their Nationally advertised Brands and in addition will introduce many new ones at the Exposition to obtain National distribution through the thousands of Dealers attending the Show and to create a demand on the part of the consuming public.

Just as an Illustration

"WATCH BAILEY BROTHERS' SMOKE"

They'll Put Carolina Royal Cigarettes Over—

FROM COAST TO COAST

V—The Label and Cigar Band Manufacturers will put forth their greatest efforts to show strikingly new, original and attractive designs. These exhibits will be real works of art.

VI—The English Pipe Manufacturers and Importers will be there fighting hard to demonstrate the enterprise and business acumen of a famous industry.

VII—Banking and credit organizations vitally interested in the Tobacco Industry will be represented and will offer much valuable and instructive information.

VIII—The Display Fixture and Accessory companies will put the trimmings on the Show with attractive booths, in which will be shown and demonstrated the thousands of "side issues" that are necessary to the successful conducting of all branches of the Tobacco business.

IX—Last but far from least—All the wide-awake trade papers will maintain spacious, comfortable headquarters and keep open house to the Trade from all parts of the country and make them feel at home.

For space rates—tickets and other information—phone or write to

NATIONAL EXPOSITION CO., Inc.

HOTEL McALPIN - NEW YORK CITY

EXECUTIVE COMMITTEE OFFICES
Suite 332
Telephone Pennsylvania 5700
Extensions 334 and 332

"LET'S MAKE IT UNANIMOUS"

EDMUND HALLEY
CIGAR
"Ask the Men that Smoke them"

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Whatever your Question
Be it the pronunciation of **Bolsheviki or soviet,** the spelling of a puzzling word—the meaning of **blighty, fourth arm,** etc., this **Supreme Authority**—
WEBSTER'S
NEW INTERNATIONAL DICTIONARY
contains an accurate, final answer. 400,000 Words, 2700 Pages. 6000 Illustrations. Regular and India-Paper Editions.
G. & C. Merriam Co., Springfield, Mass.
Write for specimen pages, prices, etc., and FREE Pocket Maps if you name this publication.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

News from Congress

(continued from Page 14)

in only 98,052 claims, amounting to $900,913, for indemnity. While no count is kept of the total number of parcel post packages handled during the fiscal year, there were 126,333,881 parcels insured, an increase of more than 10,000,000 over the preceding year. Only 327,385 claims were filed, involving $3,412,102.

The liberalization of the Restraint of Trade Acts, so that co-operative organizations may file with some Governmental agency a plan of their operations, the functions they propose to carry on, and the objectives they propose to reach, in order that they may know in advance that their proposed activities will not violate any law, is recommended by Secretary of Commerce Hoover in his annual report, just submitted to the President.

"The country has now had many years' experience with these acts," it is pointed out in the report; "they have received constant interpretation by the courts, and the working results in our economic fabric in some directions are out of tune with our economic development. No one would contend that there be relaxation in the restraints against undue capital combinations, monopoly, price fixing, domination, unfair practices, and the whole category of collective action damaging to public interest. There has been, however, a profound growth of understanding of the need and possibilities of co-operative action in business that is in the interest of public welfare. Some parts of these co-operative efforts are inhibited by law today, but, of much wider result, many are stifled out of fear or shackled from uncertainty of the law. The two latter factors are far more widespread than can be appreciated, except through wide contact with economic activities, and they definitely impede our national progress upon right lines. Relaxation of the acts has already been given by legislation in favor of the farmer and trade unions, but the farmer and laborer are being even more greatly injured by these destructive shackles upon business in many directions, which produce instability and increase distribution costs, than they were by the direct influence of these acts upon their own affairs.

"It has often been argued that the original intent of the restraint of trade acts was not to inhibit any sort of economic collective action which was in interest of public welfare, and that the time has come when the act should be so limited so as to leave free all such action. Without entering upon debate as to the difficulties of such a course, it is possible to consider a narrower field of liberalization of law; that is, for the law to be liberalized to the extent that co-operative organizations generally, as distinguished from capital consolidations, should be permitted to file with some appropriate governmental agency the plan of their operations, the functions they proposed to carry on, and the objectives they proposed to reach; that upon approval such of these functions as did not apparently contravene public interest might be proceeded with; that upon complaint, however, either of individuals or the law officers of the Government that these functions had reacted against public interest, then after hearing before some suitable

(Continued on Page 18)

The Liberman New Model
SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING
REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION
ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY
N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

WHAT DOES VENEER AND IMITATION CIGAR BOX LUMBER MEAN?

IT means in the former a Cedar veneer on a common wood base, and in the latter a common wood stained and treated to resemble Cedar. They are the appearance without the virtue of Cedar.

Think it over Mr. Cigar Manufacturer. Would you put a tobacco wrapper on a filler of some other leaf, or would you try to sell a cigar made of a leaf that resembled tobacco in appearance?

There is no substitute for Cedar virtue as a cigar package and the present little difference in cost should be too slight to be considered.

Specify full Cedar Boxes.

GEO. D. EMERY COMPANY
IMPORTERS AND MANUFACTURERS OF FINE SPANISH CEDAR LOGS
220 ELEVENTH AVE., ∴ NEW YORK CITY

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

5c "Keen Kutter" 5c
NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to
H. F. MARTIN
YORK :: :: PENNSYLVANIA

News from Congress

(*Continued from Page 16*)

tribunal the right to continue these particular functions should, if the complainants are justified, be suspended. If thereafter these functions were continued, or if it should be proved that the activities had been extended beyond the functions in the original proposals, the organization should be likewise subject to prosecution under the present acts.

"All who know the situation in such matters will realize that the problems of co-operative action are mainly the concern of the smaller businesses. Such a measure as that suggested above would serve actually to protect small businesses, and thus to maintain competition. Big business takes care of itself. Legitimate trade associations and other forms of business co-operation would be greatly stimulated along lines of public welfare if such a plan were adopted.

"It appears to me that the time has come when we should take cognizance of these necessities if we are to have a progressive economic system. Its growing complexity, its shift of objective and service, require a determination based upon a proper sense of maintenance of long-view competition, initiative, business stability, and public interest."

The monthly survey of current business inaugurated in July, 1921, by the Secretary of Commerce has proven to be very popular among the business men of the country, according to the annual report of the Director of the Census, just made public. The survey contains summaries of the production, stocks, sales and prices of a number of industries, covering over 700 items, and offers a comparison for the progress of the various industries each month with that of preceding months.

Most of the information from which the survey is compiled is secured from trade associations, but in some cases these figures have been supplemented by the collection of statistics direct from individual firms not reporting to the associations. While the survey at the beginning covered only a few commodities, the number has been greatly increased; only seven trade associations contributed statistics for the first issue, but the number has been increased until at present more than seventy associations are reporting regularly, and compilations of data are also made from over thirty Government departments and twenty-seven technical periodicals.

RAMON ABOY, JR., VISITS UNITED STATES

The treasurer of Porto Rico, Ramon Aboy, Jr., accompanied by Francisco Fano, his secretary, recently paid a visit to New York City and expressed satisfaction with the manner in which Porto Rican cigars are meeting with popular favor in this country.

An Explanation

A number of our out of town letters have been delayed due to the rush of work just before the Holiday Season and it has been necessary for us to go to press without them.

One of the new Tuxedo advertisements now appearing every other week in The Saturday Evening Post

fresh
from the factory

To the careful ageing and blending for which Tuxedo has always been noted, we have added—

something entirely new

—the guarantee that it is fresh wherever—whenever—you buy it.

Tuxedo is now delivered to your dealer in small lots—even one dozen tins, if necessary. The cartons are dated showing the last day it can be sold.

This means that no dealer—anywhere—should sell you a tin of Tuxedo that is not "Fresh From the Factory."

Buy a tin—try one pipeful—and see how good fresh tobacco really is.

Now 15¢

Guaranteed by
The American Tobacco Co.
INCORPORATED

Holiday Greetings

IN wishing you all our hearty good wishes for the coming year, we gratefully acknowledge the generous patronage and friendly co-operation that has made 1922 the crowning year of our business history.

BAYUK BROS. Inc.
PHILADELPHIA, PA.

In Pocket Packs

Although the Blackstone is a well-advertised cigar, the Blackstone pocket packs went over big without any special advertising.

These pocket packs are in two sizes—ten cigars, and five cigars.

Blackstones are Long Havana filler, imported Sumatra wrapper. No cigar in the world is more hygienically made.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM 5¢ *cigar*
WAITT & BOND, Inc., Newark, N. J.

Business Building

I WANT to make you discontented, Friend Dealer. It will be disagreeable to you, but it will do you good.

If you are in a large city please take some time off and visit several chain cigar stores. Buy a cigar in each one. Be a little fussy about it, and put the clerk to some little trouble, suiting your finicky ideas.

Also photograph in your mind everything about these stores—inside and out.

Then go back home, sit down and think thoughts. Go over every detail of your store, from your show window to the back shelf, and compare it with what you saw in the stores you visited. Look in the mirror and compare the man you see there with the men who waited on you. Next customer who comes in compare your actions, your words, your tone of voice, your attitude with those who waited on you.

If you have the powers of observation well developed you will be surprised, you sure will. You will see many little defects that you had never dreamed of before.

To help you see them, just imagine that you were offered the job of manager of a chain store in a first class location. Do you suppose you could hold down that job without making great changes in yourself, in your manner of doing things, in the way you would keep that store? I trow not, and I much fear me that you would get the hook the day the inspector came around.

But—here is a compliment to you—you wouldn't run that store the way you do your own. You would rise to the occasion. You would learn their rules. You would trim the window with solicitous care. You would keep the store spic and span. You would groom yourself with greater care. You would talk with more dignity, and pronounce your words more carefully. You would put polish and ease and poise in your manner.

And you would make good. I would be willing to wager real coin that you would hold down that job to the entire satisfaction of your boss and of your customers.

Well! ! !

Well! If you would do all that, and make all these changes just to hold down a job, why, in the name of the Great Horned Toad, don't you do it for yourself, and to build up your own business?

Get discontented, my Great and Good Friend, get discontented with the way you are doing things, and work for yourself pust as hard and just as carefully in every particular as you would for some one else.

Why not have a hobby? A hobby which will help you tremendously in your business. Learn to be a sign writer. And when you have become proficient use it in your business. You can learn by taking a course in a correspondence school.

Don't take it up as a task, or work, or something "useful"; for if you do it will be difficult. But call it

(continued on Page 22)

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
MAKERS OF THE HIGHEST GRADE TURKISH AND EGYPTIAN CIGARETTES IN THE WORLD
MURAD
The World's Most Famous and Largest Selling High Grade Cigarette
Contains no artificial flavoring—made only of 100% Pure Turkish Tobacco—desired by smokers who demand the best.
"Judge for Yourself—"

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

We extend to our friends our greetings and best wishes for a Merry Christmas and a Happy New Year.

Wm. Demuth & Company
WORLD'S LARGEST MAKERS OF
Fine Pipes

YANKEE
BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

CHAS. A. KRULL
CIGARS

Invites the trade to inspect his line of bargains in Cigars, Cigarettes, Pipes and Tobacco.

Call and have no regrets

OFFICE and SALESROOM
55 North Second Street
PHILADELPHIA, PA.

Business Building

(*Continued from Page 20*)

a hobby, a pleasure, a recreation. Then it will be easy, you will learn rapidly and you will find it exceedingly interesting.

After you have learned the art then still call it a pleasure and take pride in getting up attractive and striking placards. The wording of these means a great deal and you will obtain pointers for catchy wording by studying the explanations on the motion pictures.

Don't stop at lettering and ornaments, but push right on to learning the art of drawing figures. Baseball, football, fishermen, gunners, etc. It will take some little time of course, but you will get lots of fun out of it, and it will be a great factor in increasing your business.

"A clerk or buyer in this store who does not read the trade journals has a mighty slim prospect of promotion," said the owner of a large department store to his assembled employees. "It is necessary for every one to do better each year than the year before," he continued, "and how can any one improve unless he reads the papers and learns the new methods and the improved ways of doing things?"

"I wonder," he continued, "how many employees realize the great opportunities which exist in retail stores for promotion if they train themselves and keep posted on what is going on?"

"Opportunities have a way of opening up to those who are efficient and who are able to see them and take advantage of them when they occur." Even in the smallest store this applies. If a clerk puts his heart in the business, reads the trade journals to ascertain what he can learn to make himself really efficient, and applies his knowledge to the business, he will most certainly have an apportunity to grow.

First he will advance in salary, then in position and then some opening is sure to offer—something entirely unexpected—either with his employer or some other house.

As I was walking down the street this morning I saw one of those photographic signs which change as you walk past them. This was in the window of a men's clothes cleaning establishment. The sign shows a man with a freshly pressed suit, creased trousers and such, and he looked spic and span as though he was worth a million dollars. Then it changed where the same man had a crumpled suit which needed pressing—and you wouldn't have loaned him a dollar if he had asked for it.

And now before me in a high grade business paper I read as follows:

"Remember a business is the shadow of the man. You must advertise your business, so too, you must advertise yourself. Good clothes, by and large, are the best single advertisement any man can have, because they indicate success and prosperity which is the kind of men people like to deal with."

Glance at the window the next time you pass it and see whether the man you see would be a good advertisement for you and your business, or a poor one.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

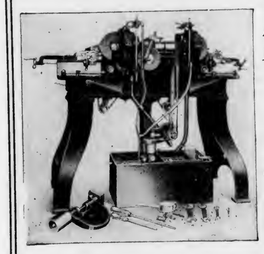
Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100, Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba


Cigarette Machine Knives
Automatically Ground on Our
New Model "S-M" Automatic Knife Grinder
Universally adopted by the largest Cigarette Manufacturers
Write for full particulars on this machine and on our latest model.
Cigarette Machines
Auxiliary Machines
Tobacco Stemming Machines
Cigarette Packing Machines
United Cigarette Machine Co., Inc.
LYNCHBURG, VA., U. S. A.

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

R. J. REYNOLDS DECLARES DIVIDEND

A quarterly dividend of $1.75 per share has been declared by the directors of the R. J. Reynolds Tobacco Company on the preferred stock of that company, and seventy-five cents on the common stock, both payable January 1.

THE LABELS OF FAMOUS BRANDS

Appreciation of quality and service by the cigar industry is demonstrated in the unusual advertisement of the American Lithographic Company which appears no another page. It shows a number of famous labels which are produced for the country's leading cigar manufacturers by this house. The fact that this company is serving so many of both the old and new cigar manufacturing firms gives evidence of the respect in which the trade holds the quality of the product and the service rendered by this well-known lithographic house. Of course every one knows that aside from cigar labels and bands this firm serves the needs of all businesses with lithographic products of every description.

CHARLES FOX DEAD

Charles Fox, a member of the well known firm of F. Miranda & Co., Havana leaf importers, died at his home, 600 McDonough Street, Brooklyn, N. Y., on Saturday, December 2. Mr. Fox suffered a stroke of paralysis on October 26, and gradually sank from that time until his end. He was always interested in anything that would forward the interests of his fellow men and accepted advisory positions of many kinds in order to be of assistance to his many friends.

Born on September 21, 1857, in New York City, he started to work at the age of fourteen years, and accepted a position with F. Miranda & Co., at the age of twenty-four and was admitted to membership in the firm at the age of thirty-nine; from that time until his death Mr. Fox stood forth as a leader in the tobacco leaf industry and was always courteous and upright in all his dealings.

He is survived by his widow and three sons.

NATIONAL BOARD OF T. S. A. TO PARTICIPATE IN EXPOSITION

At a meeting of the Board of Governors of the National Board of Tobacco Salesmen's Associations, it has been unanimously voted that the National Board in behalf of itself and its affiliated associations, go on record endorsing the coming Tobacco Show, to be held at Grand Central Palace, during the week of February 3, 1923.

We also wish to announce to the tobacco industry that during the week of the Tobacco Show, a banquet will be held under the auspices of the National Board of Tobacco Salesmen's Associations, to the entire tobacco industry at which speakers of national prominence and big men in our industry will be heard.

The National Board of Tobacco Salesmen's Associations has contracted for a booth where the salesmen of the industry will make it their pleasure and business to greet the trade in general.

We also contemplate many activities during this show and we feel that with the whole hearted cooperation of the entire industry, the Tobacco Show of 1923, will be of very great help to the entire tobacco industry.

Very truly yours,
(Signed) J. J. OLLENDORFF,
President.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 31ST STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels ***do*** increase sales of Cigars.
For the ***BEST,*** write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MY DORITTA:—42,877. For all tobacco products. September 28, 1922. David Weisberger, New York, N. Y.

KENTUCKY CHIMNEY:—42,878. For all tobacco products. October 20, 1922. Parodi Cigar Co., Jersey City, N. J.

LOS ANGELES-BILTMORE:—42,879. For cigars and cigarettes. November 21, 1922. Faber, Coe & Gregg, Inc., New York, N. Y.

FRANK BACON:—42,880. For all tobacco products. November 20, 1922. American Litho. Co., New York, N. Y.

FUMADA DEL JAVA:—42,882. For cigars, cigarettes and tobacco. November 24, 1922. A. C. Henschel & Co., Chicago, Ill.

FERNANDEZ DE LEON:—42,885. For all tobacco products. November 25, 1922. Fernandez de Leon, Chicago, Ill.

MARCA TRIESTE:—42,886. For cigars. November 18, 1922. F. Baffa, New Orleans, La.

WHITE LADY GOLDEN SPOT:—42,887. For cigarettes. November 27, 1922. Karl E. L. Windthorst, New York City.

UNKNOWN HERO:—42,888. For all tobacco products. November 25, 1922. William D. Castro, Chicago, Ill.

MURZON:—42,889. For cigars. November 25, 1922. W. Pfaff, Sparta, Wis.

ENOS A. MILLS:—42,890. For all tobacco products. November 29, 1922. The Mochle Litho. Co., Brooklyn, N. Y.

GOLDEN GATE:—42,893. For cigarettes. December 1, 1922. Karl C. L. Windthorst, New York, N. Y.

PRINCE OSMAN FUAD:—42,894. For cigarettes. December 1, 1922. Karl C. L. Windthorst, New York, N. Y.

SMOKE SCRIPT:—42,895. For all tobacco products. December 1, 1922. The American Litho. Co., New York, N. Y.

SMOKE SCRIPT:—42,896. For all tobacco products. December 1, 1922. The American Litho. Co., New York, N. Y.

SKY WRITER:—42,897. For all tobacco products. December 1, 1922. The American Litho. Co., New York, N. Y.

SKY-AD.—42,898. For all tobacco products. December 1, 1922. The American Litho. Co., New York, N. Y.

AERO-AD:—42,899. For all tobacco products. December 1, 1922. The American Litho. Co., New York, N. Y.

PLANE-AD:—42,900. For all tobacco products. December 1, 1922. The American Litho. Co., New York, N. Y.

DIXIE FLYER:—42,901. For cigars only. November 1, 1922. Schwarzkopf & Ruckert, New York, N. Y.

L. B. C.:—42,901. For cigars, cigarettes and tobacco. October 6, 1922. Lewis Bear Co., Pensacola, Fla.

CAN PROVE IT:—42,903. November 23, 1922. Robert & Robert, New Orleans, La.

VALLEY INN:—42:904. For all tobacco products. December 6, 1922. The American Litho. Co., New York, N. Y.

UNCLE GREEN:—42,905. For all tobacco products. December 6, 1922. J. F. Reichard, York, Pa.

SENATOR JAMES COUZENS:—42,907. For all tobacco products. December 7, 1922. American Box Supply Co., Detroit, Mich.

BLACK CAT:—42,908. For pipes, tobacco pouches, cigar and cigarette cases, cigar and cigarette tubes. December 8, 1922. United Cigar Stores Co. of America, New York, N. Y.

FLORIDA HONEYSUCKLES:—42,909. For cigars. February 21, 1921. W. P. Danforth, Augusta, Ga.

DADE PARK:—42,910. For all tobacco products. December 4, 1922. John F. Grill, Evansville, Ind.

WARREN SMOKE SHOP:—42,912. For trade-mark. December 8, 1922. George Melhado & Co., Boston, Mass.

CORRECTED PUBLICATION

MI DORITTA:—42,877. For all tobacco products. Registered September 28, 1922, by David Weisberger, New York, N. Y.

GOLDEN GLOBE:—42,893. For cigarettes. Registered December 1, 1922, by Karl C. L. Windthorst, New York, N. Y.

TRANSFERS

CITY NATIONAL:—25,582 (Tobacco Journal). For cigars and cheroots. Registered May 12, 1902, by The Heitmann-Kloeb Co., Dayton, Ohio. Transferred by The Louis Heitmann Co., successors to The Heitmann-Kloeb Co., Dayton, Ohio, to American Box Supply Co., Detroit, Mich., February 14, 1922, and re-transferred to The Kaltreider Cigar Company, Red Lion, Pa., August 2, 1922.

WILLIAM H. SEWARD:—19,032 (Tobacco Leaf). For cigars. Registered May 12, 1900, by American Litho. Co., Chicago, Ill. Through mesne transfers acquired by Consolidated Cigar Corporation, New York, N. Y., and re-transferred to American Box Supply Co., Detroit, Mich., January 5, 1920.

CHISCA:—30,400 (Tobacco World). For cigars, cigarettes and tobacco. Registered September 5, 1914, by C. C. Ritnour, Memphis, Tenn. Transferred to Central Cigar Box Co., St. Louis, Mo., November 18, 1922.

LORD BYRON:—40,430 (Tobacco Merchants' Association). For all tobacco products. Registered October 25, 1917, by Havana Production Co., Inc., New York, N. Y. Transferred to B. G. Metelman, New York, N. Y., January 4, 1922, and re-transferred to Arguelles, Lopez & Bro., Tampa, Fla., November 24, 1922.

FRA-BAC:—42,846 (Tobacco Merchants' Association). For smoking tobacco. Registered October 17, 1922, by Herman Blumenthal, Brookline, Mass. Transferred to Charles B. Perkins Co., Boston, Mass., November 15, 1922.

WORTHMORE:—28,726 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 13, 1903, by Emil Steffens Co., New York, N. Y. Transferred to Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., November 1, 1922.

ENOLA:—5716 (Tobacco Leaf). For cigars. Registered April 2, 1891, by Ed. Aschermann & Co., Milwaukee, Wis. By various transfers acquired by S. Lipschutz, Milwaukee, Wis., and re-transferred to Enola Cigar Co., Milwaukee, Wis., November 28, 1922.

ASA LEMLEIN RUMOR DENIED

It has been announced that the rumor that Asa Lemlein and Joseph Berrian & Co., were to join in a business enterprise was incorrect, and that negotiations between the two have been discontinued.

"WHITE OWL" PRICES REDUCED

The General Cigar Company is announcing a reduction in the price of "White Owls" of one dollar per thousand. "White Owls" packed in one-fortieths are listed at $61, and one-twentieths at $59.

KANSAS CITY FIRM FILES BANKRUPTCY PAPERS

The partnership of Samuel and Aaron Kingsbaker, doing business under the firm name of The Kingsbaker Cigar Company, Kansas City, Mo., has filed a petition in bankruptcy. Assets are listed at $28,500 and liabilities of $46,501.

INDEPENDENT RETAIL TOBACCONISTS' ASSN. OF AMERICA ENDORSES EXPOSITION

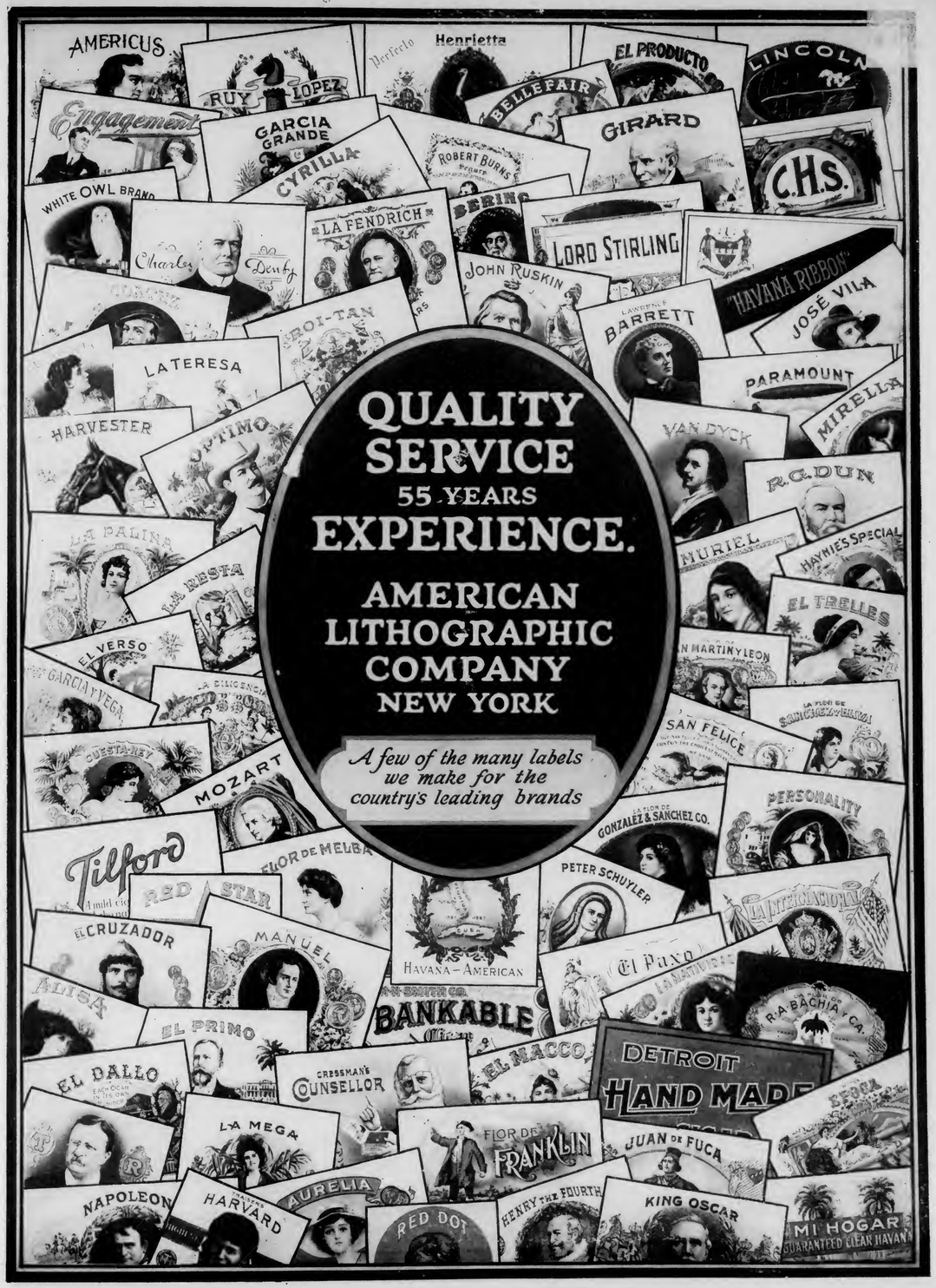
"Mr. Harry A. Cochrane, President,
"National Exposition Co., Inc.,
"332 Hotel McAlpin,
"New York, N. Y.

"Dear Sir:

"In meeting assembled, the Independent Retail Tobacconists' Association heartily endorsed the International Tobacco and Allied Industries Exposition to be held in Grand Central Palace, New York, February 3-10, inclusive.

"This association always is ready to support and co-operate in any plan which has for its object the attraction of increased publicity to the trade, or the betterment of the industry.

"Wishing you every success, I remain,
"Yours very truly,
"(Signed) HENRY H. HUNTER,
"Secretary."



THE · STORY · OF · TOBACCO

Number Two of a series depicting "The Story of Tobacco"

(Actual size)
Robt. Burns
Perfectos, 2 for 25c

AND the great white galleons, flaunting the banners of Spain, came out of the East seeking the fabled treasures of the Indies, searching *under* the soil of Cuba for gold and precious stones, while all the time her greatest treasure was *in* the soil and beckoning from every hillside.

* * * *

In no other place but Cuba has Nature so concentrated her forces upon the production of the *perfect* tobacco. Her soil is rich with the forest mould of centuries. Her sunshine is warm with the mellowness of the tropics' outer edge. Her climate is kept uniformly mild by the steady sweep of the Trade Winds.

And it is from this, the world's garden spot of tobacco, that the full Havana filler of Robt. Burns comes. Selected on the plantations by experts, shipped to twenty-four great warehouses, aged, cured, blended and mellowed to just the right degree of mildness, it brings to *you* the flavor that is recognized everywhere as *distinctively* Robt. Burns.

* * * *

And so, all the time you have been seeking just the right tobacco flavor, *your* real treasure in cigars may have been beckoning *you* from every cigar store.

Have you tried one lately?

STAPLES
10 cents straight
Box of 50—$4.75

PERFECTOS
2 for 25c
Box of 50—$6.00

INVINCIBLES
15 cents straight
(Foil-wrapped)
Box of 25—$3.50

All Robt. Burns cigars are filled with the choicest Havana tobaccos, aged, cured and blended to a wonderfully pleasing mildness of flavor.

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

Robt. Burns Cigar is Full Havana Filled

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ON
NEXT REEL

END OF REEL
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REWIND